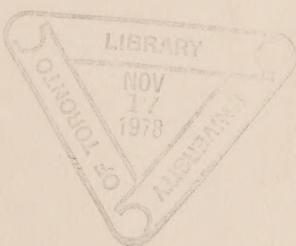


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Ontario consumer issues

August, 1978



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A SURVEY
OF CONSUMER ISSUES
AMONG THE PEOPLE
OF ONTARIO

By

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AUGUST, 1978

ISBN 0-7743-2877-0

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Office of the
Minister

Ministry of
Consumer and
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416/963-0311

555 Yonge Street
Toronto, Ontario M7A 2H6

August 23, 1978

ONTARIO CONSUMER ISSUES

Some time ago, Deputy Minister Robert Butler and I agreed that in order for the ministry to be more responsive, we required a more accurate perception of our most important client group, namely consumers. How do consumers perceive the role of this ministry? What are their priorities? What do they expect from us, from industry and from the marketplace?

With this in mind, we initiated the project which resulted in this report. Our research group established the parameters and engaged the services of an independent research organization to conduct the survey. A respected academic then worked with our officials to analyse the results and prepare the report.

The value of "Ontario consumer issues" is twofold. Initially, it will tell us what we are doing right and in which areas we should focus our resources and energies in future. The second benefit is equally as important. This study provides a benchmark. By conducting a similar survey at a future date, the effectiveness of interim forces in the marketplace will be reflected by changes in attitudes, perceptions and knowledge.

I'm confident that the knowledge which we have gained will help us to define our role and channel future efforts in the best interest of both the consumer and business communities of this province.


The Honourable Larry Grossman, Q.C.

IV

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I BACKGROUND

1. In recent years, consumers have expressed increasing concern with their efforts to meet their needs in the marketplace. Concurrently, they have voiced growing criticism of existing business practices. As a result, citizens have tended to look increasingly to governments to involve themselves in the marketplace in the public interest.

2. For governments, this intensifies several problems. One is picking priorities. Public demands for government services seem limitless; public resources are not. Another problem is justifying those priorities. Everyone concerned wants evidence that government programs are well designed and worth the cost.

3. In this situation, hammering out a well-conceived program of government action requires discipline, discrimination and information. Above all, it necessitates information as to which of many possible actions the public would most want a ministry to undertake.

4. In Ontario, as elsewhere, the options are numerous and information on the public's awareness, attitudes and priorities has been sparse. Hence this study.

II PURPOSE

Against that background, the objectives of this study are:

1. To identify those product and service areas which, in the opinion of Ontario citizens, most need improvement.
2. To identify those business practices which, in the opinion of Ontario citizens, most need corrective action.
3. To identify areas where Ontarians are uninformed or misinformed about available remedies for their consumer problems.
4. To establish a benchmark of public awareness, attitudes and concerns so that, through similar subsequent studies, the Ministry can identify and respond to changes in consumer issues.

III SUMMARY OF METHODOLOGY

1. A province-wide personal interview study was commissioned by the Ministry of Consumer and Commercial Relations. This study was designed to measure attitudes among consumers 18 years of age and over.

2. The questionnaire was pretested.

3. In this, the first year of a tracking study, a total of 956 interviews were conducted. Interview dates were April 1-15, 1978.

4. The province was divided into six regions:

Eastern Ontario	Southwestern Ontario
Hamilton/Peninsula	Central/Bruce
Metro Toronto	Northwestern Ontario

5. A minimum of 150 interviews were to be completed in each region. Sampling within each region was proportional to urban/rural population.

6. Because the sample size was to be equal in each region (approximately 150) and therefore disproportionate to population within the province, weighting factors were introduced to reflect the proper population profile.

7. A detailed methodology, including the questionnaire and sample maps, is provided in the appendices. The appendices are drawn from the Complan report.

IV HIGHLIGHTS

1. While most people do not see business as naturally altruistic (Table 2), they seem to believe that, when subject to checks and balances, companies are responsive to consumer needs (Table 1). Those checks include energetic competitors (Table 17), effective media, (Tables 4 and 19), involved governments (Tables 12, 13 and 17) and capable consumers.

2. Apparently the public sees this arrangement as working tolerably well. Ontarians express the general belief that the treatment they receive in the marketplace is reasonably satisfactory. Most say that they have not had cause to complain of late about a product or service (Table 22). When they do, they take the matter to the retailer or manufacturer rather than to a third party (Table 24), and after the complaint they usually report that they have had an acceptable settlement (Tables 10, 26 and 27). Moreover, the consensus is that industry's treatment of consumers has been improving (Tables 2 and 28).

3. As part of this overall arrangement, citizens assign to themselves a major responsibility for getting adequately served as consumers. This is seen in their endorsement of consumer education (Table 19), in their acknowledgement of their own less-than-rigorous shopping habits (Tables 15 and 16), and in their agreement that many consumer problems originate with themselves (Table 17).

4. Government is also seen to have a place in this arrangement. However, government's mandate to involve itself in consumer affairs is a compound of a variety of competing public attitudes. People do not see governments as caring more about consumer needs than business (Table 1), and they are critical of government's response to direct consumer complaints (Table 17). Most believe that government favours business more than consumers in any event (Table 2). Moreover, many citizens think that consumer laws and regulations are costly and excessive or will become so (Table 17). These views help to explain the considerable endorsement of consumer self-reliance mentioned above. At the same time, perhaps because the key problem of inflation seems intractable to individual action, it is widely believed that consumers would get a bad deal if companies were not regulated by government (Table 17). It is out of these contending considerations that getting a fair deal for consumers is placed in about the middle of the public's list of priorities (Table 6).

5. The constituency which supports government action on behalf of consumers is not only fairly strong, it is drawn from a reasonable cross section of citizens. However, there is some tendency for those in lower socio-economic groups to endorse this role most, and for those in higher socio-economic groups to affirm it least. Similarly, those who are most and least concerned about getting a fair deal for the consumer also divide somewhat as to the mix of other issues that concern them (Table 7).

6. Despite the substantial acceptance of government activity in representing the consumer interest, people do not see contacting elected representatives as a very effective way to resolve consumer grievances (Tables 19 and 20).

7. Public attitudes toward the organized consumer movement seem to be fairly unformed but generally approving. The small proportion of Ontarians who think of the Consumers' Association of Canada as a place to learn about consumer rights (Table 20), as a source of purchase information (Table 21), or as an instrument of redress (Table 24), suggests that consumer organizations are not prominent in the public mind. And, when encouraged to contemplate the consumer movement, citizens see some danger that it could lead to overregulation and undue costs (Table 17). Nevertheless, favourable attitudes seem to prevail, as seen in the pervasive belief that the consumer movement has contributed to better products and services (Table 17) and in the solid support for a Canadian Nader (Table 5).

8. The citizen's overriding concerns have to do with basic economic performance. Above all, they focus on inflation and unemployment (Table 6). Similarly, the citizen's main concerns as a shopper and consumer have to do with costs (Tables 6, 8 and 9).

9. Other dominant general concerns center on government spending, education, health care, energy, and lower taxes, with cost again an implicit common theme.

10. In general, the matters which Ontarians think should have highest government attention are the same as those which concern them personally (Table 6). In this, respondents align government activities with their own central concerns.

11. Consumers give their highest performance ratings to small shopkeepers, travel agents, trust companies, department stores, and supermarkets (Table 3). They also give good marks to the media as aids to the consumer (Table 4). The firms which they judge to be most in need of improvement include firms selling door-to-door, finance companies, used car dealers, home construction firms, auto manufacturers,

garages and auto mechanics, and mail order houses (Table 3).

12. Other matters which seem to call most for remedy are the high prices of food, of other products, of housing (Table 8), of health care and of governments (Table 1), the accuracy of claims about products (Table 8), the low quality of products and services (Tables 10 and 28), and the consequent difficulty of getting things repaired properly and at reasonable cost. The difficulty of correcting computer billing errors (Table 10), the number of dangerous products on the market (Table 10), and the difficulty of getting car insurance claims settled promptly and fairly (Table 10) also attract considerable comment. Given the present public conviction that prices should appear on individual grocery products (Table 14), an absence of item prices in supermarkets equipped with electronic scanning could cause substantial concern among Ontario shoppers.

13. Overwhelmingly, Ontarians do not want rents or landlord-tenant relations to go entirely uncontrolled (Tables 12 and 13).

14. Ontario consumers are largely unaware of specific consumer laws (Table 18) and are often uncertain as to where to learn of their consumer rights (Table 20).

15. In the public mind, the Better Business Bureau is much more prominent as a place to take complaints (Table 24) and requests for purchase information (Table 21) and information on consumer rights (Table 20) than government or consumer organizations.

16. As a result of all of these ideas and experiences, the people of Ontario see the marketplace improving in most respects, and expect that the improvement will continue (Tables 2 and 28).

17. It is consistent with this evaluation and outlook that the preferred remedies for consumer problems involve established institutions such as the schools and the media (Table 19) and regular channels such as not buying an offending company's products and serving on marketing boards (Table 19) rather than radical actions such as boycotts and litigation (Table 19). There is, however, some support for greater consumer participation in the establishment of marketing policies (Table 19).

V ANALYSIS

A. PUBLIC ATTITUDES TOWARD BUSINESS AND GOVERNMENTS

1. A solid majority of Ontarians¹ believe that business is very interested or fairly interested in consumer needs (Table 1). This conviction is especially strong in Metro Toronto, and in the professional/managerial, clerical and sales groups.²

Table 1.--Interest of business and government in consumer needs.
(Question 20)

<u>Degree of interest</u>	<u>By business</u>	<u>By government</u>
	<u>Percentage of respondents who report that degree of interest</u>	
Very interested	31	12
Fairly interested	51	47
Not too interested	13	28
Not at all interested	4	11
Don't know	1	2

¹To avoid repetition, the following terms are used interchangeably to refer to those in the sample: Ontarians, respondents, consumers, customers, buyers, people, citizens, shoppers, the public and the populace.

²For easy reference, each paragraph in section V is keyed to the supporting table. However, at various points the analytic comments go beyond the level of detail which can be presented in the tables. Therefore, any reader who wishes to is invited to examine the tabular material on which the detailed observations are based. Arrangements to do so can be made by contacting Mrs. Dagmar Stafl, Chief Economist, Ministry of Consumer and Commercial Relations, 555 Yonge Street, Toronto, Ontario, M7A 2H6.

2. A majority, but a substantially smaller one, thinks that government is reasonably interested in consumer needs (Table 1). Both beliefs increase with education and income. Thus the people least convinced that business and government are interested in consumer needs are those who are relatively less educated, unskilled and not affluent. This skepticism also holds for senior citizens.

3. A large majority of the people of Ontario believe that business is becoming more aware of social responsibilities such as pollution and safety (Table 2). This conviction increases with education and income, and is most strongly held by those in the professional/managerial group.

Table 2.--Beliefs about business and government. (Question 8)

<u>Statement</u>	Percentage of respondents with an opinion who agree with the <u>statement</u>
Business is becoming more aware of social responsibilities, such as pollution and safety	85
The attitude of business today is "let the buyer beware"	66
Government favours business more than it does consumers	64
The attitude of most stores is that the consumer is always right	52
Most manufacturers care only about making a profit and not about the quality of their product	51

4. A smaller but solid majority is also convinced that the attitude of business today is to let the buyer beware (Table 2). This belief weakens as education and income increase but even among professionals and managers most respondents hold it to be so.

5. A majority of citizens also believe that government favours business more than it does consumers (Table 2). Skilled and unskilled workers are firmest in this view while professionals and managers are most likely to disagree.

6. Consumers are about evenly split as to whether the attitude of most stores is that the consumer is always right (Table 2). Housewives accept this most and, perhaps surprisingly, professionals and managers believe it least.

7. Respondents also divide about evenly on whether most manufacturers care only about making a profit and not about the quality of their product (Table 2). Here, however, professionals and managers disagree most strongly and skilled workers agree most solidly.

8. When asked to evaluate the kind of job various types of businesses do for them, consumers give their highest ratings to small shopkeepers, travel agents, trust companies, department stores, and supermarkets (Table 3). Their lowest ratings go to door-to-door sales organizations, finance companies, used car dealers, home construction firms, auto manufacturers, and garages and auto mechanics.

Table 3.--The kind of job various industries do. (Question 4)

<u>Industry*</u>	Average rating (7 = excellent) (4 = average) (1 = very poor)
Small shopkeepers	5.2
Travel agents	5.1
Trust companies	5.0
Department stores	4.9
Food supermarkets	4.9
Life insurance companies	4.6
Makers of electrical appliances	4.5
General and auto insurance companies	4.5
New car dealers	4.2
Home improvement and repair firms	4.1
Advertising industry	4.1
Real estate brokers	4.1
Mail order houses	3.9
Garages, auto mechanics	3.8
Auto manufacturers	3.6
Home construction	3.5
Used car dealers	3.3
Finance companies	3.2
Door-to-door sales	2.9

* Not all respondents rated every industry. For complete detail, refer to the computer report.

9. In these evaluations of businesses, skilled workers are the most critical group; housewives and the elderly are the most approving. Men tend to be more negative than women. Skilled workers give lower grades than most to companies associated with home repairs, autos, and finances. Housewives assign higher marks than most to companies selling life insurance, real estate, cars, and car care. Senior citizens give their best scores to retailers, insurance companies and firms dealing in automobiles and their repair.

10. In the foregoing, it will be seen that high scores often go to institutions which are relatively familiar to the public on a face-to-face basis. However, it will also be noted that an industry sometimes gets its highest score from subgroups which seem least likely to have extensive dealings with it. In these ways the data seem to indicate that either familiarity or unfamiliarity can breed approval.

11. A solid majority of respondents think that the media have done a good job of informing and educating consumers (Table 4).

Table 4.--Kind of job the media have done in informing and educating the consumer. (Question 9)

<u>Quality of job</u>	<u>Percentage of respondents who cite that quality of job</u>
A very good job	20
A fairly good job	61
A fairly poor job	13
A very poor job	5
No response	1

12. Most also believe that Canada needs a consumer spokesman such as Ralph Nader (Table 5).

Table 5.--The need in Canada for a consumer spokesman such as Ralph Nader. (Question 10)

	<u>Percentage of respondents who say</u>
Yes	71
No	22
No response	7

B. CITIZENS' CONCERNS IN GENERAL

1. One of the mandates of the Ministry of Consumer and Commercial Relations is to foster a fair deal for consumers. However, in pursuing that goal, the Ministry should be guided by an understanding of where that particular objective fits in the larger context of citizens' concerns. Respondents were therefore invited to set forth their full range of concerns, including those issues which have high priority with them personally, and those to which they assign high priority for governments.

2. When asked to rate the issues that concern them personally, respondents rated unemployment and inflation first and second (Table 6). Unemployment is particularly worrisome to young adults and in the eastern region of Ontario. Inflation bothers professional/managerial people more than any other group. Unexpectedly, inflation is cited least by those who are at, or approaching, the ages of retirement and therefore on potentially fixed incomes. Nevertheless these two concerns outweigh all others for almost all segments of the population.

3. The next most salient public concerns are government spending and education (Table 6). On this set of issues, differences in priorities are more pronounced among some subgroups. For example, those in professional/managerial ranks and people in Metro Toronto are much more disturbed about government spending than are the unskilled and the inhabitants of northwestern Ontario. Similarly, education is more of an issue with professionals and managers than unskilled workers.

4. The analysis of the data shows that respondents who give high priority attention to unemployment, inflation, and education are also deeply concerned about government spending.

5. Other issues which rank high as personal concerns are the cost of health care, energy, and taxes, in that order (Table 6).

Table 6.--Priority public issues. (Question 1)

<u>Issues</u>	<u>Issues which concern people personally</u>		<u>Issues which should have government priority</u>	
	<u>Percentage of people who mention that issue*</u>	<u>Rank</u>	<u>Percentage of people who mention that issue*</u>	<u>Rank</u>
Unemployment	44	1	55	1
Inflation	41	2	46	3
Government spending	33	3	47	2
Education	30	4	16	7
Cost of health care	26	5	25	4
Energy	22	6	22	5
Lower taxes	22	7	20	6
Fair deal for consumers	19	8	14	8
Law and order	17	9	14	9
Pensions	11	10	13	10
Environment	11	11	11	11
Abortion	10	12	3	15
Immigration	8	13	11	12
Public safety	6	14	6	14
National security	3	15	8	13

* The answers total more than 100 per cent because respondents were asked to name the three issues that concerned them personally the most and the three issues which should have the highest priority for government. Respondents were also invited to name any other unlisted issue. Quebec and the issue of national unity were mentioned by about 1 per cent of all Ontarians, but no others were mentioned a significant number of times.

6. It is instructive to compare the priorities which citizens express for themselves and those they would assign to government. In general, the public issues which Ontarians think should have highest government attention are the same as those which most concern them personally (Table 6).

This is especially evident in the case of unemployment, inflation, and government spending: these issues head the agenda assigned to government as they did the list attributed to individuals. The remaining concerns are also generally similar in nature and in rank order. These include the cost of health care and energy, and lower taxes.

7. As noted earlier, the Ministry has a particular interest in understanding what priority Ontario citizens give to achieving "a fair deal for consumers." By locating this matter in the middle of their list of concerns, respondents assign it a medium priority (Table 6). This medium importance is an assignment they make both for themselves and for government. As a matter for government attention, it is well below unemployment, government spending and inflation, and somewhat below cost of health care, energy, and lower taxes. On the other hand, citizens would want to see government giving a fair deal for consumers higher priority than the environment, immigration, national security, public safety, and abortion.

8. While private and public priorities tend to coincide, there are some instructive exceptions to this rule (Table 6). Education, and abortion have a lower place among the matters assigned to government than among the concerns attributed to citizens. In this, respondents are apparently reflecting a belief that an effective attack on problems in these areas must stem, to a significant degree, from individuals and institutions outside of government. The table further suggests that while government is still perceived as having a solid role in education and in obtaining a fair deal for consumers, it is not seen as having an appropriate place in matters concerning abortion.

C. THE CONSTITUENCY FOR GOVERNMENT ACTION TO GET A FAIR DEAL FOR CONSUMERS

1. As noted above, the Ministry has a logical interest in the degree of importance people assign to getting a fair deal for consumers. Similarly, it has a stake in knowing what types of people give relatively high priority to that task, and what types of people do not. The Ministry can thereby learn something not only about the size of its mandate, but also of the character of its constituency.

2. Understandings of this kind come from a dissection of detailed data rather than the presentation of summary tables. However, the resulting insights can be highlighted. Subgroups in the sample agree, in a general way, on the rank they assign to getting a fair deal for consumers. Moreover, those who are particularly solid in their endorsement of

government action on behalf of consumers -- the Ministry's special supporters, so to speak -- are not an unusual sub-group sharply different from the populace as a whole. Rather, they are a fairly diffuse body covering most geographical areas, educational levels, occupational classes and income groups. To that extent, the Ministry's constituency is fairly representative and broadly based.

3. At the same time, there are some perceptible differences between those who are strongest and those who are weakest in their support. Those who are firmest in favouring government promotion of consumerism are those with grade school educations, unskilled jobs and incomes of under \$10,000. Those who are weakest in supporting this mission are residents of Metro Toronto, those with college educations, men, professionals and managers, and those earning over \$25,000.

4. These last two groups are different not only in their demographics but in their emphasis on other issues (Table 7). Those who care most about getting a fair deal for consumers are also relatively concerned about the environment, the cost of health care, pensions, and taxes. Conversely, they worry less than most about government spending, inflation, energy and, surprisingly, unemployment. Those who express the weakest support for promoting a fair deal for consumers are more disturbed than most about government spending, inflation, energy, unemployment, education and law and order. On the other hand, they express less concern than others about lower taxes, pensions, public safety, the cost of health care, immigration, and national security.

5. It will be noted that on seven of the issues (marked by asterisks) the two groups lean in different directions. For example, those respondents who have most concern for a fair deal for consumers are also relatively concerned about taxes, whereas those respondents who have least concern for a fair deal for consumers are also relatively unconcerned about taxes. This dichotomy suggests that those who most welcome government action on behalf of consumers would least welcome higher taxes as a consequence. It also indicates that those who are weakest in their support for government activity in the consumer area do not take that position because they are unusually upset about the possible effect on their own taxes.

Table 7.--Relationship between concern for a fair deal for consumers and concern for other issues. (Question 1)

<u>Respondents who are most concerned about getting a fair deal for consumers</u>	<u>Respondents who are least concerned about getting a fair deal for consumers</u>
<u>Are also relatively concerned about</u>	<u>Are also relatively unconcerned about</u>
* Lower taxes	* Lower taxes
* Pensions	* Pensions
* Cost of health care	* Cost of health care
Environment	Immigration
	Public safety
	National security
<u>Are also relatively unconcerned about</u>	<u>Are also relatively concerned about</u>
* Government spending	* Government spending
* Inflation	* Inflation
* Energy	* Energy
* Unemployment	* Unemployment
	Education
	Law and order

D. PEOPLE'S CONCERN IN THE CONSUMER AREA

1. Among those concerns which are specifically in the consumer area, the ones most often cited as serious have to do with cost, including food prices, the prices of other products, and the cost of shelter (Table 8). Often mentioned as well are poor product quality and poor quality of after-sales service and repairs. Other priorities attracting lesser but frequent comment are too much packaging, too much advertising, too much credit, failure to meet advertising claims, and inadequate guarantees and warranties. Mentioned, but least often, are three concerns about information, including misleading and confusing labelling, not enough information about products and services, and not knowing what to do if something is wrong with a product.

Table 8.--Priority consumer issues. (Question 2)

<u>Issue</u>	Percentage of respondents who are extremely or moderately concerned about that issue
Food prices	88
Prices of many other products	86
Cost of renting or owning a house or apartment	80
Poor quality of many products	74
Poor quality of after-sales service and repairs	66
Too much packaging	65
Too much advertising	64
Too much credit available	63
Failure of many companies to live up to claims made in their advertising	60
Inadequate guarantees or warranties	56
Misleading and confusing labelling	54
Not enough information about different products and services	46
Not knowing what to do if something is wrong with a product	39

2. On most of these specific consumer issues one finds a division of constituencies similar to that which was described in section C. Those who express particularly acute concern over these consumer problems tend to be in the lower socio-economic groupings, and vice-versa. Housewives, adults with children, and women in general express more than average anxiety over the three cost-related items, that is, the prices of food, shelter, and other products.

3. While consumers want better service, warranties and guarantees, most say that they are not prepared to pay very much more to get it (Table 9). For example, fewer than half would pay a 1 per cent premium for this purpose. However, on this point, individual positions vary considerably. Willingness increases with income, indicating that those most agreeable to pay more are those best able to afford it.

Table 9.--Willingness to pay more for after-sales service.
 (Question 15)

Percentage of increase in cost to get follow-up services, warranties and guarantees	Percentage of respondents who would pay that amount of increase
0 per cent cost increase	27
1 per cent cost increase	44
5 per cent cost increase	15
10 per cent cost increase	4
Don't know	10

4. When asked about other consumer problems, most people said that they find that computer billing errors are hard to have corrected. Criticism of billing errors varies, with use being highest among educated, affluent urbanites and lowest among the elderly and those in the lower income groups.

5. A majority also believes that there are too many dangerous products on the market (Table 10). Mention of dangerous products occurs most among housewives, the less educated, and the unskilled.

6. A substantial minority says that very many products break or go wrong soon after purchase (Table 10). This problem is most likely to be cited by people in Metro Toronto, professionals, managers, and those with high incomes. This could reflect higher ownership of complex products by these groups.

7. A substantial fraction of consumers also reports difficulties in getting car insurance claims settled fairly and promptly (Table 10). These respondents tend to be under 30, not well educated, and living in the southwest and northwest parts of the province.

8. Finally, a significant minority find that most companies do not handle complaints properly (Table 10). Young adults seem most likely to experience this problem.

Table 10.--Other consumer problems. (Question 3)

<u>Statement of problem</u>	<u>Percentage of respondents who have had dealings in this area who agree with the statement</u>
Computer billing errors are difficult to have corrected	76
There are too many dangerous products on the market	60
Very many products break or go wrong soon after you buy them*	48
It's very difficult to get car insurance claims settled fairly	43
Most car insurance claims are not settled promptly*	39
Most companies do not handle complaints properly*	34

* The statements listed above are all negative in tone. In fact, during the administration of these questions, some statements were positive and some negative. To provide comparable statements in the table, the positive statements in the questionnaire are presented here in the negative form.

E. CONSUMERS' OPINIONS ON SPECIFIC ISSUES

1. A large majority of consumers believes that it is convenient to have a credit card but that most people don't know how to use credit wisely (Table 11). Emphatically, the public does not think lack of credit is a consumer problem.

Table 11.--Beliefs about credit problems. (Questions 3 and 12)

<u>Statements about credit</u>	<u>Percentage of respondents with an opinion who agree with the statement</u>
It's convenient to have at least one credit card	87
Most people don't know how to use credit wisely	89
There is not enough credit available	5

2. Overwhelmingly, Ontarians do not want rents to go entirely uncontrolled (Table 12). Opinion favours the retention of rent controls, a board to mediate landlord-tenant rent disputes, and tenant associations empowered to negotiate with landlords, in that order. Those with lower educations and incomes are the strongest supporters of rent controls. Professionals, managerial group, and those in Metro Toronto are the most willing to see a partial move away from strict controls.

Table 12.--Attitudes toward rent control. (Question 25)

<u>Kinds of action</u>	<u>Percentage of respondents who want that kind of action*</u>
Rent control to stay as is	39
Establish a board with authority to mediate rent increases and other landlord/tenant disputes	36
Have tenant associations with powers to negotiate with landlords	20
No controls at all	7
Don't know	4

* Figures add to more than 100 per cent because some respondents men-tioned more than one kind of action.

3. On this issue, homeowners take a position not unlike that of renters. They do not support retention of present rent controls as strongly as renters, but they do favour modified controls more strongly than renters, and they share with renters a solid conviction that rents should not go entirely uncontrolled.

4. Most citizens think that tenants need protection other than for rent increases, notably on matters involving general upkeep and repairs (Table 13).

Table 13.--Attitudes about other tenant protection. (Question 26)

	<u>Percentage of respondents who say</u>		
	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
Do tenants need to be protected other than for rent increases	71	25	4

5. Nearly everyone states that it is important that a price appear on each item in a supermarket (Table 14).

Table 14.--Awareness and expectations of electronic scanning
in supermarkets. (Question 21)

	<u>Percentage of respondents who</u>
Believe it is very important that prices appear on each item purchased in a supermarket	87
Have heard of electronic scanning	66
Expect it will cause faster checkouts	61
Expect installation costs to be passed on to consumers	50
Expect it will give better inventory control	47
Expect it will cause removal of prices	45
Expect it will give detailed receipt tapes	34
Expect the system will allow frequent price changes	31

6. Most respondents say they have heard of electronic scanning (Table 14). Awareness varies quite widely. It is lowest in eastern Ontario and in the Hamilton/Peninsula, and among unskilled workers, those with grade school education, housewives and the elderly. Men are more likely than women to say they have heard of scanning. High awareness goes with higher educations, better incomes and professional/managerial and clerical jobs. It is unusually high in Metro Toronto.

7. Most respondents expect that scanning will cause faster checkouts (Table 14). Many expect it to give better inventory control, but think that the installation costs will be passed on to consumers and that scanning will lead to the removal of prices. Smaller proportions see it producing detailed receipt tapes and allowing frequent price changes.

8. With the exception of residents of Metro Toronto, those who are most aware of electronic scanning tend also

to be the most opinionated on the merits and demerits of these systems.

F. SHOPPERS' BUYING HABITS

1. Asked about their shopping habits, people indicate that typically they comparison shop and use a grocery shopping list (Table 15). A bare majority makes a budget and keeps to it. At one time or another, most respondents buy on impulse, overspend, and buy things they don't need, but sizeable minorities report that they never do. In these various respects, it is senior citizens, housewives, and those with lesser educations (but not necessarily lower incomes) who report themselves as more careful shoppers than others.

Table 15.--Shoppers' buying habits. (Question 18)

Buying behaviour	Percentage of respondents who do	
	Always	Sometimes
Comparison shop	54	35
Use a grocery shopping list	53	22
Make a budget and keep to it	25	30
Buy on impulse	6	52
Overspend	10	54
Buy things they don't need	4	46

2. Ontarians tend to buy both auto insurance and home insurance from agents, but sizeable minorities buy both direct (Table 16).* Buying from agents is particularly common in northwestern Ontario. For both kinds of insurance customers tend to go through one seller only, rather than shopping around. For both kinds of insurance, most buyers say they were offered alternative policies and prices. Of those who own auto and home insurance, housewives, women and young adults say more than others that they did not shop around for it or that they do not recall if they did. They are also the people most likely to report that no alternatives were offered, or that they don't know if they were.

Table 16.--Buying habits for insurance. (Questions 22, 23 and 24)

<u>How bought</u>	<u>Percentage of respondents who have</u>	
	<u>Auto insurance</u>	<u>Home insurance</u>
Bought it from an agent*	63	69
Bought it direct*	37	31
Went through one person only	53	65
Were offered various alternative policies and prices	81	77

* Respondents may have had difficulty distinguishing between an insurance company salesman and an agent. Therefore these data must be treated with caution.

3. It will be recalled that, after buying car insurance, a substantial fraction of consumers reports difficulties in getting claims settled fairly and promptly (Table 10 and commentary in section D, paragraph 7).

G. BUYERS' BELIEFS ABOUT REMEDIES

1. A heavy majority of citizens subscribes to the belief that the consumer movement has helped improve the quality and standards of products and services (Table 17). The better educated and the better off the respondent is, the more likely he is to agree. Professionals and managers are most convinced of the statement; skilled workers are least so.

2. However, there is also a strong consensus, uniting all groups, that competition is the best way to keep prices down (Table 17).

Table 17.--Beliefs about remedies. (Questions 8 and 12)

<u>Statement about remedy</u>	Percentage of respondents with an opinion who agree with the statement
The consumer movement has helped improve the quality and standards of products and services	89
Competition among companies is the best way to keep prices down	85
In most cases it's useless complaining to the government because it can't or won't do anything about it	66
Consumers would get a bad deal if companies were not regulated by government	61
There is too much government regulation of business	54
Consumer laws and regulations increase the costs of goods and services	47
Most consumers' problems result from their own carelessness	46
The activities of the consumer movement in the long run will lead to too much government control	44

3. A solid majority of respondents believes that, in most cases, it is useless to complain to government because it can't or won't do anything about it (Table 17). The lower the educational level, the more likely the respondents are to believe that the statement is correct. Those in professional/managerial, clerical and sales jobs are least convinced that government is not an effective recourse.

4. A majority of Ontarians thinks, though, that consumers would get a bad deal if companies were not regulated by government (Table 17). Those with lesser educations, lower incomes and unskilled jobs subscribe most fully to this belief; professionals and managers are most likely to disagree.

5. The public is about evenly split as to whether there is too much government regulation of business (Table 17). Men are inclined to see overregulation; women are inclined not to. Those with little education and unskilled jobs tend to believe that business is not too regulated; professionals and managers tend to think that it is.

6. The public is again divided, but also quite uncertain as to whether consumer laws and regulations increase or decrease the cost of goods and services (Table 17).

7. The public also divides fairly evenly as to whether or not most consumers' problems result from their own carelessness (Table 17). The fact that many people blame consumer problems on themselves is consistent with the fact that many of them describe their own shopping habits as less than rigorous (Table 15). In a reversal of what might be expected, the professional/managerial group believes it least, while the unskilled group accepts it most.

8. Most Ontarians are not persuaded that the activities of the consumer movement in the long run will lead to too much government control (Table 17). However, in the clerical, sales, and professional/managerial occupations, most people do tend to expect this outcome.

9. Most Ontarians cannot name any consumer protection laws; conversely not one of these laws is at all well known (Table 18). While ignorance of consumer protection laws is widespread, it is particularly high outside of Metro Toronto among those with little education and income, and among the elderly.

10. When considering what actions can be taken for a consumer to obtain satisfaction, Ontarians assign the greatest effectiveness to actions by non-business organizations such as the schools in the form of consumer education, the media in the form of publicity, and governments in the form of consultation with consumer groups (Table 19). Actions by consumers themselves through accepted channels, such as representation on marketing boards and company boards, are seen as next most effective, as are consumer boycotts. Two other non-business sources of help, namely elected representatives and the courts, are seen as less effective remedial instruments than the schools, the media and government. Consumers give their lowest effectiveness rating to radical actions by themselves, such as sit-ins and public demonstrations.

Table 18.--Knowledge of consumer protection laws. (Question 19)

<u>Consumer laws</u>	Percentage of respondents who are aware of
None	62
Cooling off period	10
Labels and weights	7
Truth in advertising	6
Guarantees, warranties	4
Consumer Protection Act/Bureau	4
Better Business Bureau	4
Canadian Standards Association	3
Auto safety standards	2
Food and Drug Act	2
Food standards, grading	1

Table 19.--Effectiveness of consumer remedies. (Question 11)

<u>Kind of remedy</u>	Effectiveness rating (5 = excellent) (3 = average) (1 = poor)
Teaching consumer education in the schools	4.1
Getting the media to publicize the issue	3.9
More consultation between consumer groups and government	3.6
Getting consumer representatives on supervisory agencies such as marketing boards	3.6
Refusing to deal with specific companies or not buy their product	3.5
Getting consumer representatives on company boards of directors	3.4
Writing or phoning elected representatives	3.2
Taking manufacturers, dealers etc. to court	2.8
Sit-ins or other kinds of public demonstrations	2.1

11. Patterns of proposed remedies vary somewhat by socio-economic class. Professionals and managers place their heaviest reliance in consumer education in the schools and have less confidence than other citizens in the remedial role of "irregular" devices such as consumer boycotts, sit-ins and other kinds of public demonstrations, and consumer representation on supervisory boards, marketing boards, and boards of directors. They also see less value than others in consultation between consumer groups and governments, and in contacting elected representatives. Except that they de-emphasize consumer education, people in Metro Toronto tend to share the professional/managerial view. Unskilled work-

ers, on the other hand, tend more than other groups to favour the irregular remedies which professionals and managers downplay.

12. If they were seeking information on consumer rights, Ontarians would think primarily of two sources: the Better Business Bureau and, to a much lesser degree, the Government of Ontario (Table 20). The next largest group report that they don't know.

Table 20.--Sources of information on consumer rights. (Question 16)

<u>Source</u>	<u>Percentage of respondents who would go to that source*</u>
Better Business Bureau	43
Government of Ontario	20
Government of Canada	12
Lawyer	12
Newspaper, TV or radio	9
Friend or relative	6
Chamber of Commerce	6
Banks	1
Other	21
Don't know	16

* Figures add to more than 100 per cent because some respondents mentioned more than one source.

13. Those least likely to know where to get information on consumer rights are those with little education and senior citizens. As education and income rises, knowledge of where to seek such information increases, and the balance of sources shifts somewhat to governments as opposed to the Better Business Bureau. Professionals and managers are particularly likely to mention the provincial and federal governments as sources of information on consumer rights, and housewives are particularly likely not to do so.

14. If they were seeking information and assistance in making a major purchase decision, shoppers would consult retailers, friends and relatives above all, and to a lesser

extent the media, the Better Business Bureau and lawyers (Table 21). As education increases, so does knowledge of sources of buying information, and reliance shifts away from lawyers, banks, and the Better Business Bureau and moves still more strongly toward stores, friends, relatives and the media. Those least likely to know where to get buying information are the elderly, the less educated and those in the lower income groups.

Table 21.--Sources of information and assistance on a major purchase decision. (Question 17)

<u>Source</u>	<u>Percentage of respondents who would go to that source*</u>
Stores	34
Friends or relatives	32
Paper, TV, radio, magazines	20
Better Business Bureau	16
Lawyer	13
Banks	5
Library	4
Chamber of Commerce	2
Community information centres	2
Government of Ontario	1
Government of Canada	1
Don't know	9

* Figures add to more than 100 per cent because some respondents mentioned more than one source.

H. OWNERS' COMPLAINT BEHAVIOUR

1. About a third of shoppers say that they have had good reason to complain about a product or service during the past year (Table 22). By far the majority of these say they did lodge a complaint. Most complained once; few complained more than three times.

Table 22.--Incidence of complaints. (Question 5)

Number of times in the past year	Percentage of respondents who	
	Had good reason to complain	Actually did complain
None	65	69
1	13	14
2	10	5
3	6	5
4	3	2
5	2	2
6 or more	1	3
Total 1 or more	35	31

2. Those who failed to complain cited reasons reflecting indifference, defeatism and ignorance, in that order (Table 23). Those most likely not to complain were people with relatively low educations, incomes and job skills as well as the elderly.

Table 23.--Reasons for not complaining. (Question 5)

<u>Reason</u>	<u>Percentage of respondents who gave that reason*</u>
Wouldn't have done any good	33
Couldn't be bothered	22
Take too much time	19
Didn't know who to complain to	8
Too complex	6
Problem not important enough	3
Other reasons	22
No response	11
Interpretation:	
indifference	44
defeatism	39
ignorance	8
other	22
	11

* Figures add to more than 100 per cent because some respondents mentioned more than one reason.

3. The preponderance of complaints go to the commercial firms involved: overwhelmingly the retailer, and to a much smaller extent, the manufacturer (Table 24). People in outlying areas are particularly likely to choose the retailer. Women, housewives, and the elderly are least likely to approach the manufacturer. Among the many other organizations that together attract a minority of all complaints, that which stands out is the Better Business Bureau. There were no mentions by respondents of any level of government.

Table 24.--Who complaints are taken to. (Question 5)

<u>Most serious complaint was taken to</u>	<u>Percentage of respondents*</u>
Dealer, retailer or store	72
Manufacturer	22
Better Business Bureau	9
Lawyer	4
Utility company	4
Local elected official	3
TV or radio station	2
Trade association	2
Newspaper action line	1
Consumers Association of Canada	1
Letter to editor	1
Ombudsman	0
Others	5
No response	2

* Figures add to more than 100 per cent because some respondents mentioned more than one answer.

4. Of all complaints, the bulk have to do with the product not being as durable as claimed, its quality not being as advertised, or the product being misrepresented (Table 25).

5. Via repair, replacement, exchange, refund or explanation, a substantial majority of complaints are resolved (Table 26). However, on a significant minority of complaints the consumer gives up.

6. About two thirds of complainants report themselves reasonably satisfied with the outcome (Table 27). Neither success in complaining nor satisfaction with complaint resolution seem to be associated with particular kinds of respondents. Thus the data reveal no particular profile of the effective or ineffective complainant.

Table 25.--Types of complaints made. (Question 7)

Cause of the complaint	Percentage of respondents who gave that result*
Product not as durable as claimed	39
Quality not as advertised	23
Product misrepresented	14
Poor repair service	8
Billing error	8
Defective product, part	7
Advertised product unavailable	6
Poor service	6
Poor workmanship	5
Misunderstood sales terms	4
Salesman pressured me	3
Delay in delivery	2
Getting product replaced	1
Wrong product in package	1
Food spoilage	1
All others	5

* Figures add to more than 100 per cent because some respondents mentioned more than one cause.

Table 26.--Outcomes of complaints. (Question 6)

<u>Result of complaint</u>	<u>Percentage of respondents who gave that result</u>
Item repaired	21
Item replaced or exchanged	20
Money back or credit note	13
Explanation of reason for problem	9
Apology	9
Item delivered	3
Accounting, clerical error fixed	2
Other	4
No settlement yet	15
Gave up - no satisfaction	19

Table 27.--Degrees of satisfaction with outcomes of complaints. (Question 6)

<u>Degree of satisfaction</u>	<u>Percentage of respondents who were that satisfied</u>
Very satisfied	35
Fairly satisfied	32
Not too satisfied	13
Not at all satisfied	20

I. ONTARIANS' FUTURE EXPECTATIONS

1. In general, Ontarians believe that the treatment they receive in the marketplace has been improving, and are even more inclined to think that it will improve in the future (Table 28). On most aspects of consumerism, many more respondents think that the situation has been improving rather than worsening. This optimism increases as consumers look to the future, with those who expect the future to be better tending to outnumber still more strongly those who expect it to be worse. Satisfaction with recent gains and optimism

about future progress is highest with respect to the safety testing of products, information about the content of products, and information about the care, operation, and assembly of products.

Table 28.--Evaluation of the present and future concerning various aspects of consumerism. (Question 13)

Aspect of consumerism	Percentage of respondents who see the situation as better or worse					
	In the last 2 or 3 years			In the next 2 or 3 years		
	Better	Worse	Difference	Better	Worse	Difference
Safety testing of products	77	6	+71	76	3	+73
Information about content of products	69	9	+60	63	7	+56
Information about how to take care of/operate/assemble products	52	10	+42	52	7	+45
Handling of consumer complaints by business	40	14	+26	49	7	+42
Relationship between consumer and business	37	19	+18	45	9	+36
Treatment of consumer by business	33	18	+15	44	9	+35
Misleading claims about products	31	25	+ 6	43	11	+32
Quality of products and services	27	37	-10	42	19	+23
Getting things repaired properly	19	39	-10	30	21	+ 9
Fair cost of having things repaired	7	70	-63	17	49	-32

2. In one area, this generally positive public appraisal does not hold (Table 28). When asked about getting quality products and services, and about getting them repaired properly, more consumers report the situation to have deteriorated than improved. When they consider the future on these counts, a modest optimism returns, with more respondents expecting things to get better than worse. However, on the cost of having things repaired, people are both dissatisfied and pessimistic. Not only does a large majority say that the situation has been deteriorating, but the consensus is that it will continue to get worse.

3. In their answers to this set of questions, people indicate that satisfaction with the present, and optimism about the future, increase with education and income and decrease with age. Partly as a result of these tendencies, some groups give relatively high ratings to the present and future situation with respect to most areas of consumer concern. These people include consumers with better educations and incomes and those with professional/managerial jobs. Adults with children also report higher evaluations than those without. Conversely, older citizens are relatively unsatisfied with the present state of affairs on most of these consumer matters, and are less optimistic about prospective improvements.

4. On the subject of repairs, the tendencies enumerated above are reversed, with buyers who are best off in their education, incomes and jobs being least satisfied and optimistic. This could be because those who are best off are most likely to own household capital equipment requiring repair service.

TECHNICAL APPENDIX

INTRODUCTION

A province-wide personal interview study was commissioned by the Ministry of Consumer and Commercial Relations. This study was designed to measure attitudes among consumers 18 years of age and over.

In this, the first year of a tracking study, a total of 956 interviews were conducted. Interview dates were April 1-15, 1978.

METHODOLOGY

1. The province was divided into six regions:

Eastern Ontario	Southwestern Ontario
Hamilton/Peninsula	Central/Bruce
Metro Toronto	Northwestern Ontario

A breakdown of each region by county as well as a map is included in Appendix A. A minimum of 150 interviews were to be completed in each region. Sampling within each region was proportional to urban/rural population.

2. Census tracts and enumeration areas were numbered in serpentine fashion. Tables of random numbers were used to select the specific census tract (C.T.) or enumeration area (E.A.).

3. Samples were restricted to clusters of five. Again the Rand Corporation random number table was used to determine which blocks within the C.T. were to be selected. For each primary block selected, a secondary block was also selected to be used only when the primary block failed to yield the required number of interviews after all calls back had been completed. The same approach was used in rural areas where E.A.s were used in place of C.T.s. Ten interviews were completed in each census tract (5 per block) and enumeration area.

4. At this stage, detailed maps of the selected block or area were prepared for the interviewers. On each map, the starting position and routing the interviewer was to follow was marked. The interviewer would then call upon every Nth household. Appendix B contains an example of the type of map given to interviewers.

5. Once a household was selected, the interviewer took a census of all household members who qualified as potential respondents. The Trohldahl-Carter Grid (see Appendix C) was used to select the individual within the household to be interviewed.

6. Because the sample size was to be equal in each region (approximately 150) and therefore disproportionate to population within the province, weighting factors were introduced to reflect the proper population profile.

Regional weighting factors were calculated
on the following basis:

$$\frac{\text{Population of Region A} \\ (\text{1976 Stats Can})}{\text{Population of Province} \\ (\text{1976 Stats Can})} \times \frac{\text{Total Sample Size}}{\text{Region A Sample Size}} = \text{Weight for Region A}$$

7. The number of completed interviews in each region follows:

Eastern Ontario	163
Hamilton/Peninsula	155
Metro Toronto	154
Southwestern Ontario	161
Central/Bruce	162
Northwestern Ontario	161
<hr/> TOTAL	<hr/> 956

APPENDIX A

ONTARIO REGIONS
BY COUNTY

REGION 1

Eastern Ontario

Ottawa - Carleton
Prescott and Russell
Stormont, Dundas and Glengarry
Leeds and Grenville
Lanark
Renfrew
Lennox and Addington
Hastings
Prince Edward
Frontenac

REGION 2

Hamilton/Peninsula

Halton
Peel
Hamilton - Wentworth
Niagara
Brant
Haldimand - Norfolk

REGION 3

Metropolitan Toronto

City of Toronto
Borough of Etobicoke
Borough of York
Borough of North York
Borough of East York
Borough of Scarborough

REGION 4

Southwestern Ontario

Essex
Kent
Lambton
Middlesex
Elgin
Oxford

REGION 5

Central/Bruce

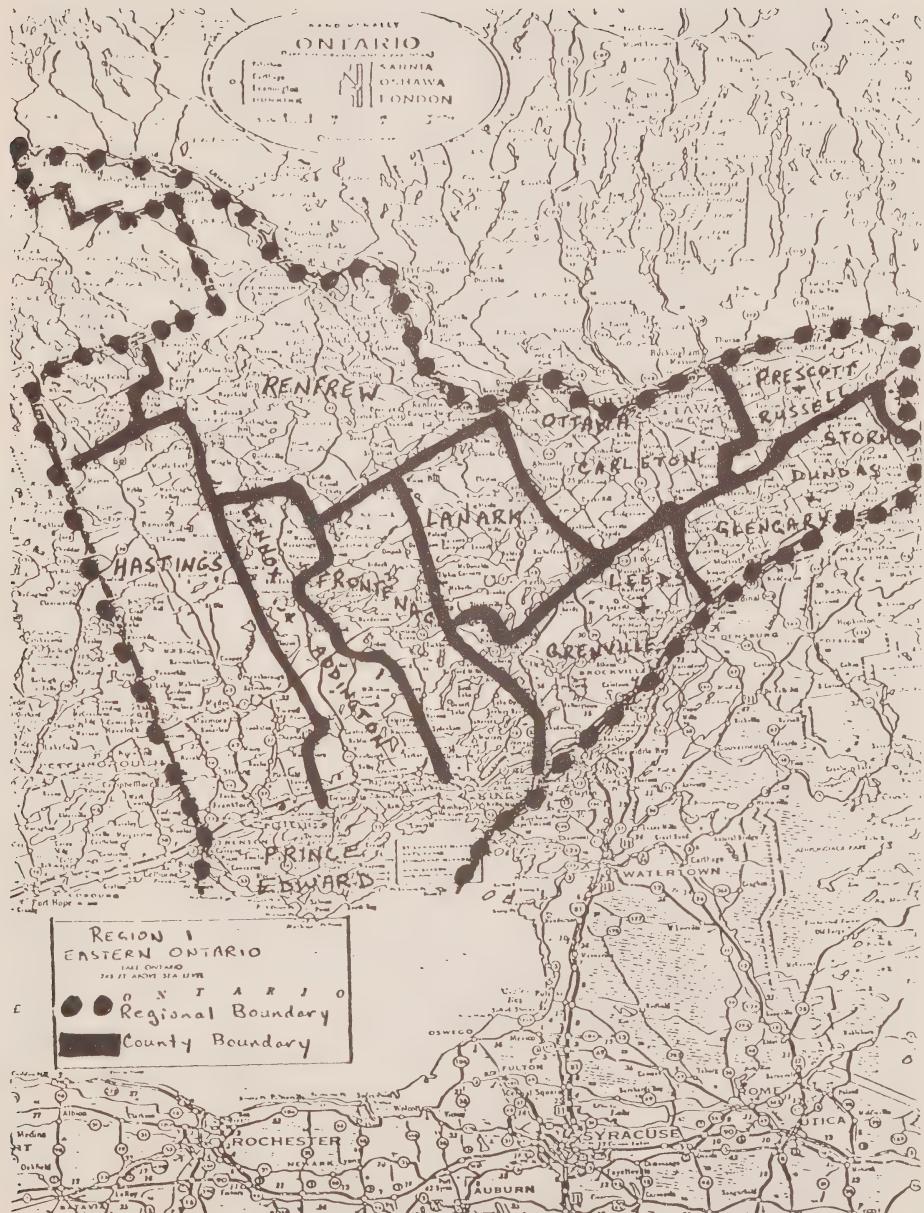
	(Central Section)
(Bruce Section)	York
Bruce	Durham
Huron	Nipissing
Grey	Muskoka
Perth	Parry Sound
Waterloo	Victoria
Wellington	Haliburton
Dufferin	Peterborough
Simcoe	Northumberland

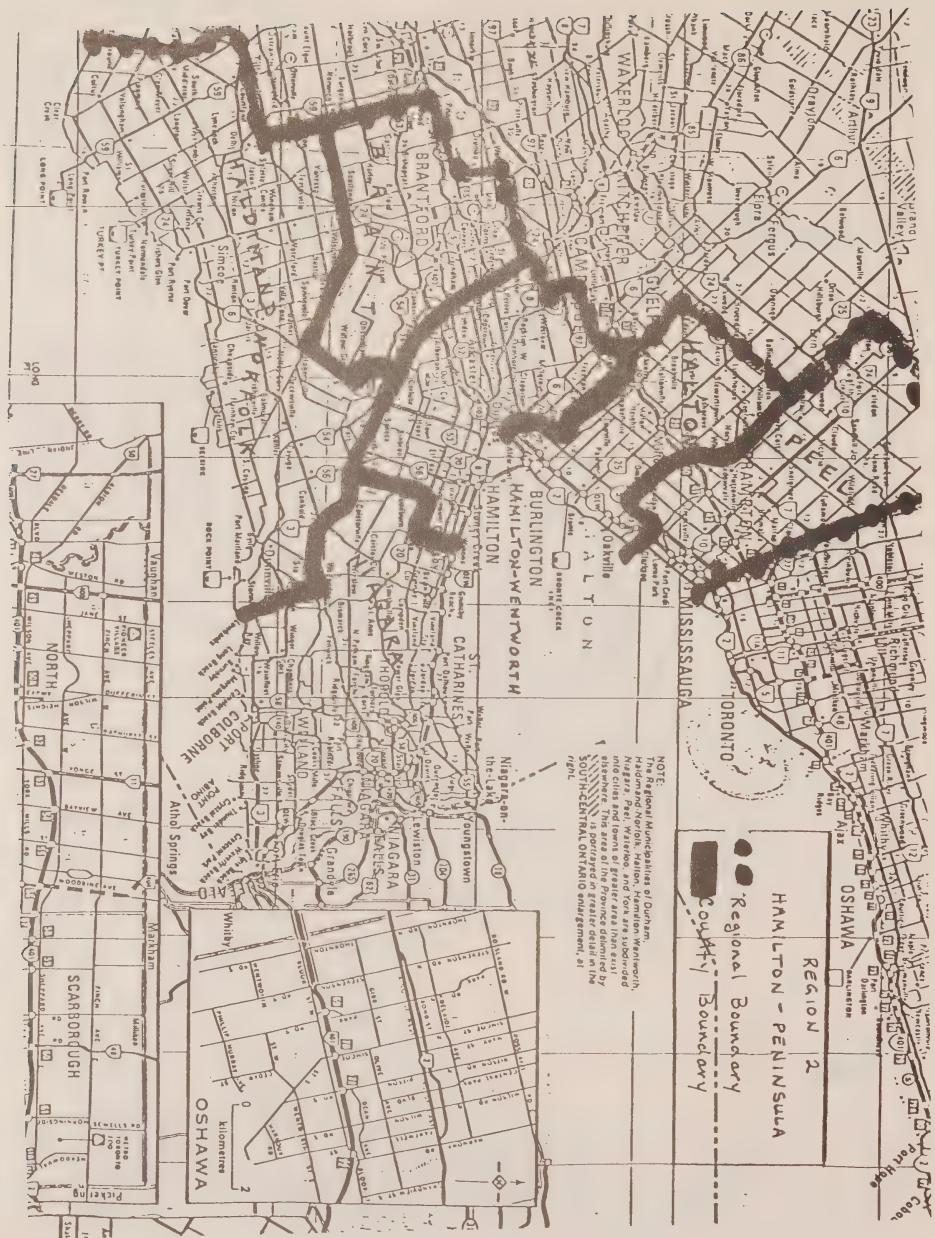
REGION 6

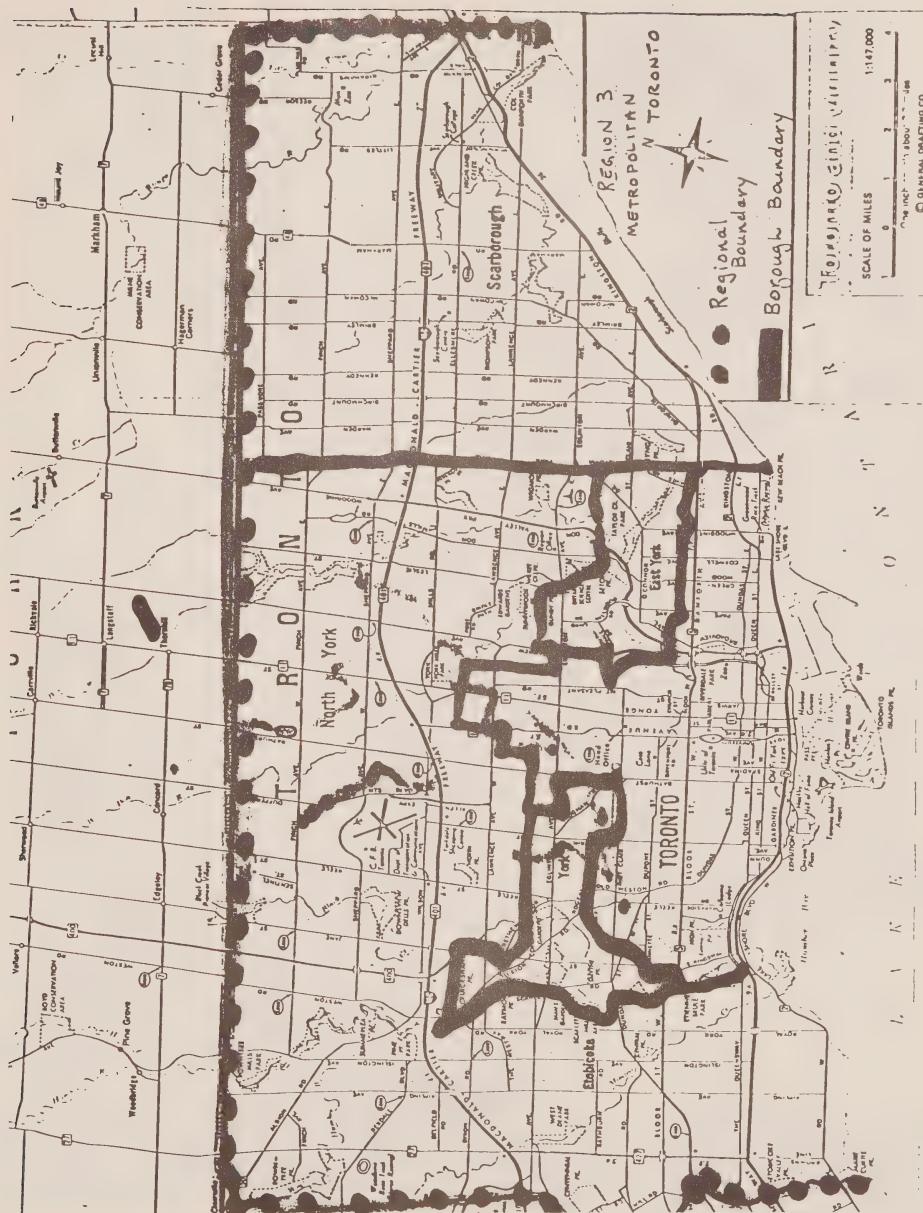
Northwestern Ontario

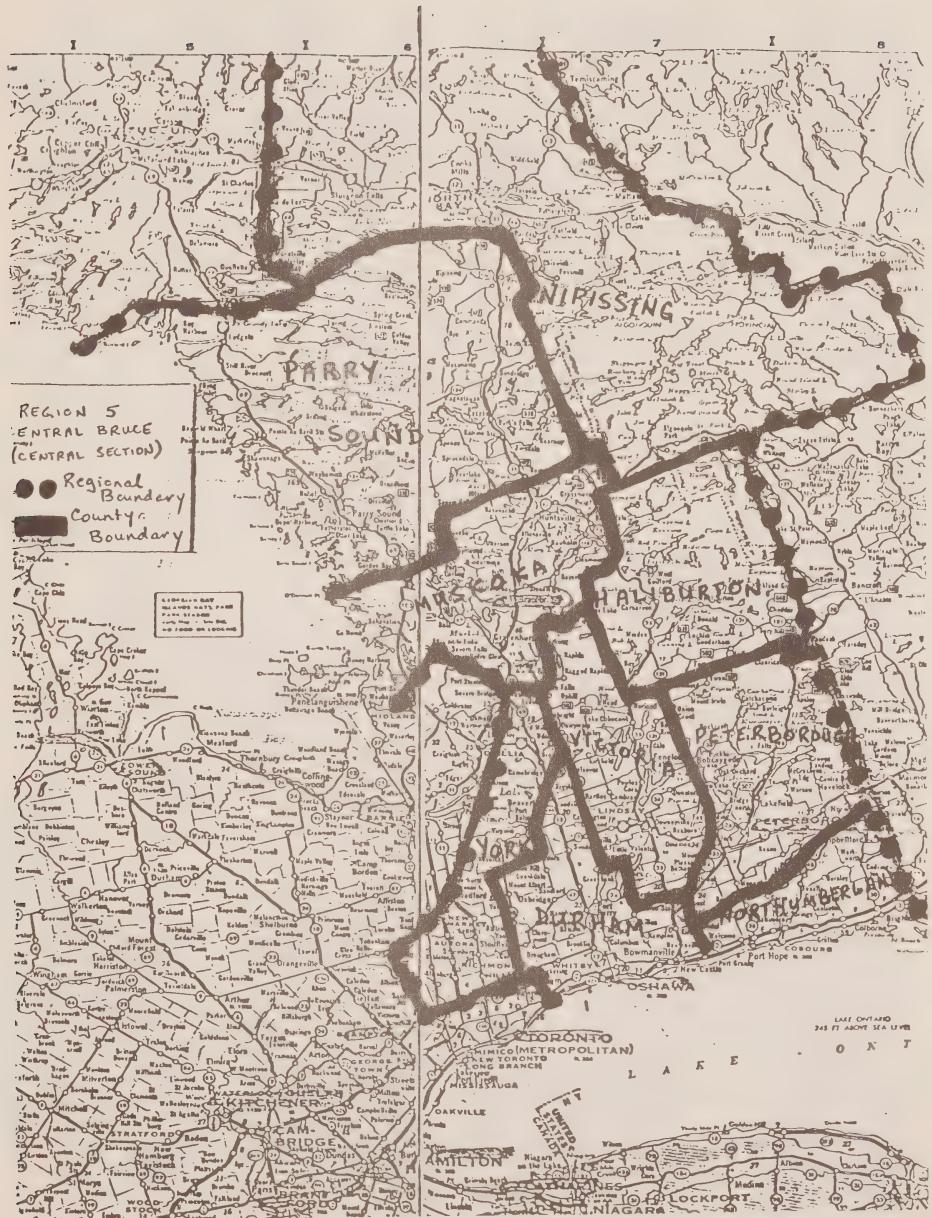
Kenora
Algoma
Cochrane
Manitoulin
Rainy River
Sudbury Regional Municipality
Thunder Bay
Temiskaming
Sudbury

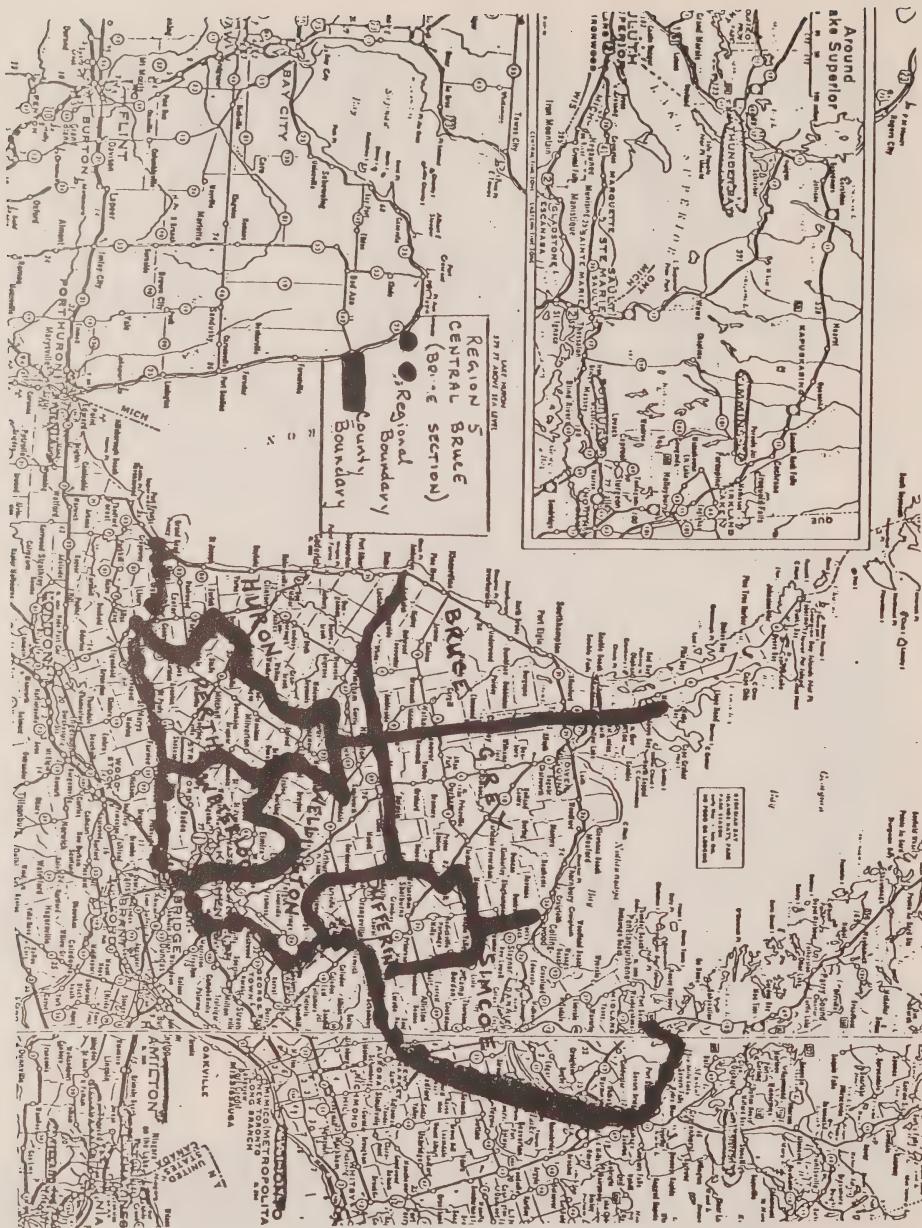
APPENDIX A concluded



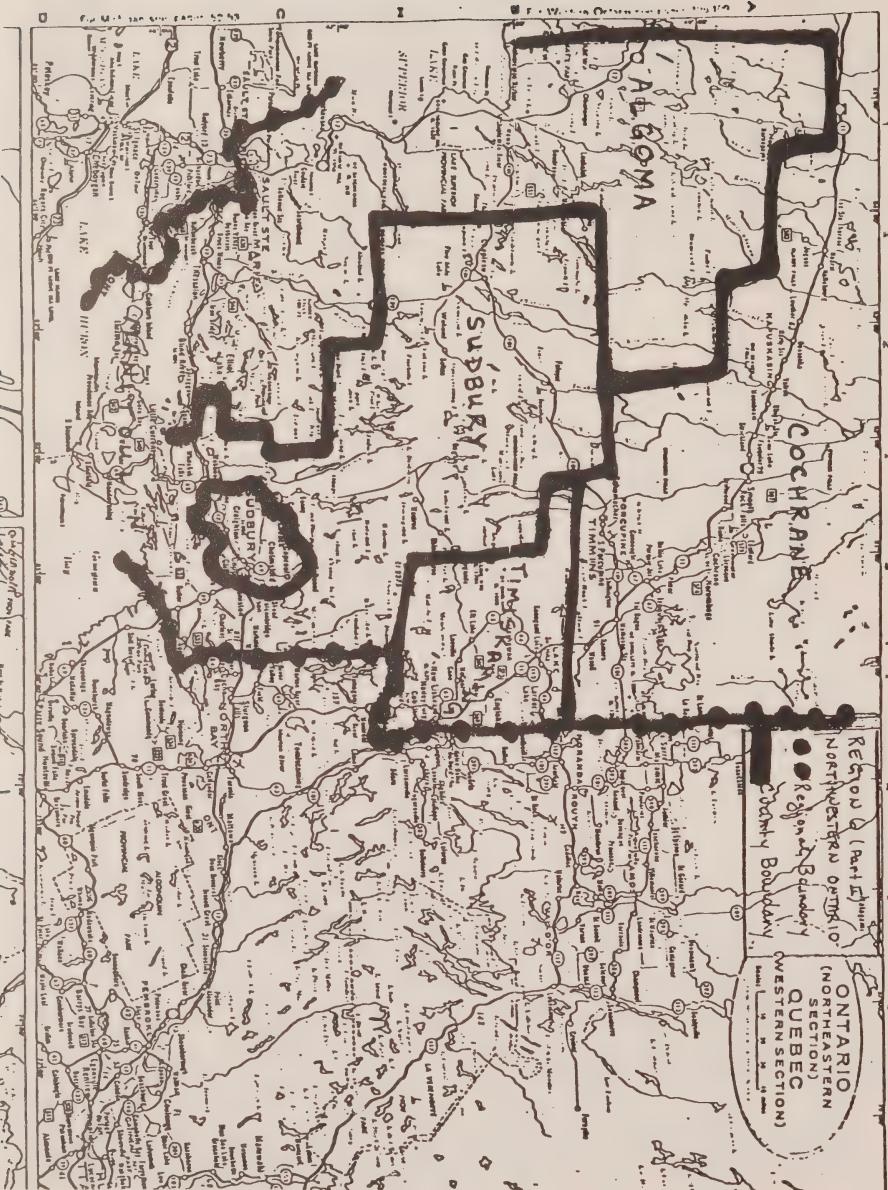




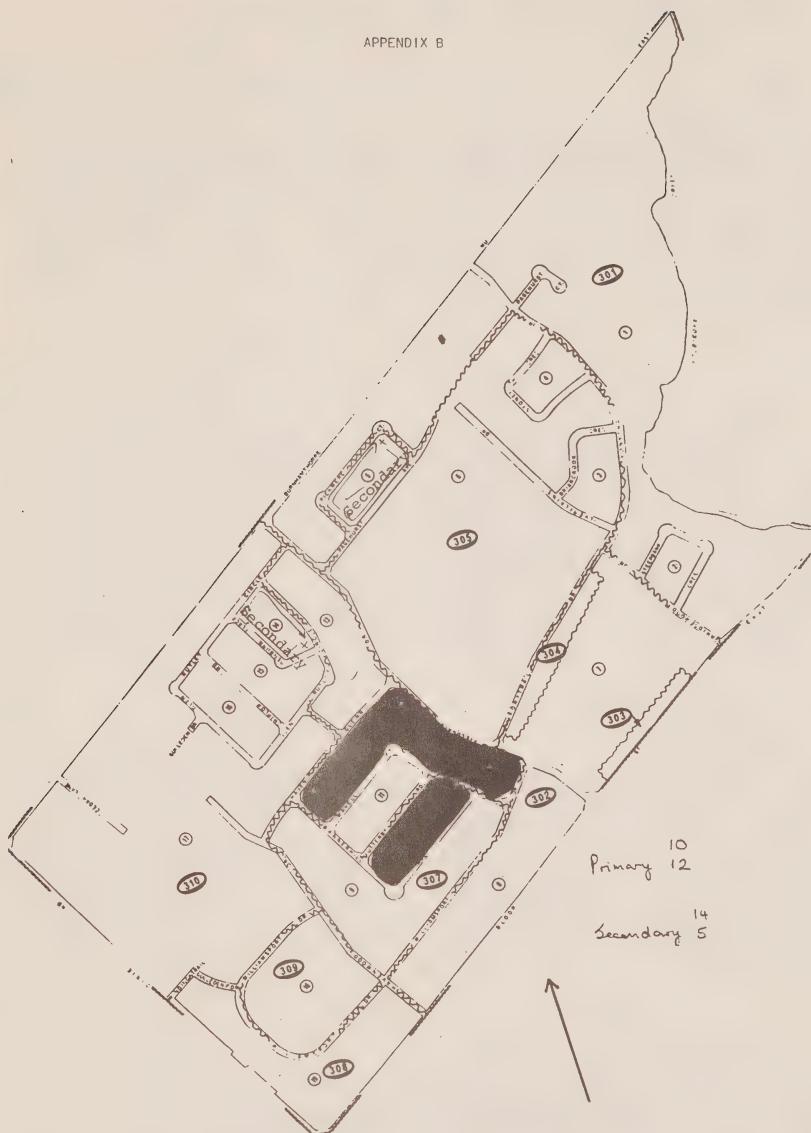








APPENDIX B



COMPLAN RESEARCH ASSOCIATES LTD.

RESPONDENT SELECTION GRID

APPENDIX C

GRID #1

TABULATE AS USED:

NO. OF MEN IN HOUSEHOLD	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
	WOMAN	OLDEST WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN
0	WOMAN	OLDEST WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN
1	MAN	MAN	MAN	OLDEST WOMAN
2		OLDEST MAN	YOUNGEST MAN	YOUNGEST MAN
3			YOUNGEST MAN	OLDEST MAN
4 OR MORE				OLDEST MAN

GRID #5

TABULATE AS USED:

NO. OF MEN IN HOUSEHOLD	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
	WOMAN	OLDEST WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN
0	WOMAN	OLDEST WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN
1	MAN	MAN	MAN	OLDEST WOMAN
2		OLDEST MAN	YOUNGEST MAN	YOUNGEST MAN
3			YOUNGEST MAN	OLDEST MAN
4 OR MORE				OLDEST MAN

GRID #2

TABULATE AS USED:

NO. OF MEN IN HOUSEHOLD	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
	WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN	OLDEST WOMAN
0	WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN	OLDEST WOMAN
1	MAN	MAN	OLDEST WOMAN	MAN
2		OLDEST MAN	WOMAN	OLDEST WOMAN
3			YOUNGEST MAN	WOMAN OR OLDEST WOMAN
4 OR MORE				OLDEST MAN

GRID #6

TABULATE AS USED:

NO. OF MEN IN HOUSEHOLD	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
	WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN	OLDEST WOMAN
0	WOMAN	YOUNGEST WOMAN	YOUNGEST WOMAN	OLDEST WOMAN
1	MAN	MAN	OLDEST WOMAN	MAN
2		OLDEST MAN	OLDEST MAN	OLDEST WOMAN
3			OLDEST MAN	YOUNGEST WOMAN
4 OR MORE				OLDEST MAN

GRID #3

TABULATE AS USED:

NO. OF MEN IN HOUSEHOLD	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
	WOMAN	YOUNGEST WOMAN	OLDEST WOMAN	OLDEST WOMAN
0	WOMAN	YOUNGEST WOMAN	OLDEST WOMAN	OLDEST WOMAN
1	MAN	WOMAN	MAN	YOUNGEST WOMAN
2		YOUNGEST MAN	OLDEST MAN	OLDEST MAN
3			OLDEST MAN	YOUNGEST MAN
4 OR MORE				YOUNGEST MAN

GRID #7

TABULATE AS USED:

NO. OF MEN IN HOUSEHOLD	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
	WOMAN	YOUNGEST WOMAN	OLDEST WOMAN	OLDEST WOMAN
0	WOMAN	YOUNGEST WOMAN	OLDEST WOMAN	YOUNGEST WOMAN
1	MAN	WOMAN	MAN	YOUNGEST WOMAN
2		YOUNGEST MAN	OLDEST MAN	OLDEST MAN
3			OLDEST MAN	YOUNGEST MAN
4 OR MORE				YOUNGEST MAN

GRID #4

TABULATE AS USED:

NO. OF MEN IN HOUSEHOLD	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
	WOMAN	OLDEST WOMAN	OLDEST WOMAN	YOUNGEST WOMAN
0	WOMAN	OLDEST WOMAN	OLDEST WOMAN	YOUNGEST WOMAN
1	MAN	WOMAN	YOUNGEST WOMAN	MAN
2		YOUNGEST MAN	WOMAN	YOUNGEST WOMAN
3			OLDEST MAN	WOMAN OR YOUNGEST WOMAN
4 OR MORE				YOUNGEST MAN

GRIDS ARE NUMBERED 1 TO 7.
 BEGIN WITH GRID # _____ TO SELECT YOUR FIRST RESPONDENT; THEN USE THE NEXT GRID TO SELECT YOUR SECOND RESPONDENT, ETC. WHEN YOU REACH GRID #7 GO BACK TO GRID #1 AND USE IN SEQUENCE. AS EACH GRID IS USED TABULATE IN THE SPACE PROVIDED.

ADULTS ARE HOUSEHOLD MEMBERS 18 YEARS OF AGE AND OVER.

APPENDIX D

CODE SHEETS FOR VERBATIM QUESTIONS

Q. 1(c) Is there any issue not on these lists which you believe should have a very high priority for government? What?

	<u>Card 1</u>
	<u>cc 13</u>
	<u>Code</u>
Unity, separatism, Quebec	1
Government restrictions on business	2
Retirement	3
Cost of living	4
Health care	5
Housing	6
Education	7
Homosexuals	8
Packaging	9
Electoral laws	0
All other issues	11
No other issues	12

Q. 7(b) What was it?

	<u>Card 2</u>
	<u>cc 21</u>
	<u>Code</u>
Poor repair service	1
Poor service	2
Defective product, part	3
Wrong product in package	4
Poor workmanship	5
Getting product replaced	6
Delay in delivery	7
All others	12

Q.19 There are various laws to protect the consumer.
Offhand, which ones are you aware of? Any others?

Card 2
cc 73
Code

Cooling off period	1
Truth in advertising, against false advertising	2
Guarantees, warranties	3
Better Business Bureau	4
Canadian Standards Association (CSA)	5
Food labelling, labelling, weights	6
Food and Drug Act	7
Food standards, grading	8
Consumer Protection Act/Bureau	9
Automobile safety standards	0
All others	11
Don't know/not aware/did not state	12

APPENDIX D continued

Q. 26(b) Tenant protection - What other things?

Card 3
cc 19
Code

General maintenance, repairs, upkeep	1
Security, protection	2
Theft, vandalism	3
Illegal entry, trespassers, privacy	4
Unsafe conditions, safety	5
Screening, choosing tenants	6
Behaviour of tenants	7
Noisy, rowdy tenants, riff-raff	8
Sanitation, health, pest control	9
Heat, hot water, water	0
Parking facilities	11
Storage facilities	12

cc 20

Leases	1
Unfair eviction/termination of lease	2
Discrimination, prejudice	3
Return of deposits/interest on deposits	4
Painting, decorating	5
Charges for painting, repairs	6
Water/fire damage	7
Sound-proofing, noise control	8
Snow removal	9
Harsh, unnecessary rules	0
All others	11
Don't know/did not state	12

APPENDIX D concluded

QUESTIONNAIRE

URBAN () 6-1 RURAL () 2 6-

RESPONDENT

NAME: _____

RESPONDENT

ADDRESS: _____

RESPONDENT

TELEPHONE NO.: _____

CT# _____

EA# _____

INTERVIEWER: _____

CITY: _____

DATE OF INTERVIEW: _____

INTERVIEW TIME: START _____

CARD 1

FINISH _____

7-1

MALE () 8-1 FEMALE () 2 8-

INTRODUCTION: HELLO! I'M _____ OF COMPLAN RESEARCH. WE ARE DOING A STUDY ON ISSUES AND WOULD LIKE TO INTERVIEW A MEMBER OF YOUR HOUSEHOLD. FIRST OF ALL, SO THAT I MAY SELECT THE RESPONDENT, WOULD YOU TELL ME HOW MANY ADULTS 18 YEARS OF AGE AND OVER LIVE IN THIS HOUSEHOLD?

(CONTINUE WITH RESPONDENT SELECTION USING GRID)

(WHEN DESIRED RESPONDENT OBTAINED, RE-INTRODUCE, IF NECESSARY, AND CONTINUE)

WE WOULD LIKE TO GET YOUR PERSONAL OPINION ON SOME CURRENT ISSUES. LET ME ASSURE YOU YOUR ANSWERS WILL BE CONFIDENTIAL AND USED TO FORM A STATISTICAL REPORT.

(IF DESIRED RESPONDENT NOT AT HOME, ASK WHEN EXPECTED TO BE AT HOME AND OBTAIN TELEPHONE NUMBER)

TIME EXPECTED: _____

1.(a) HERE IS A LIST OF ISSUES FACING US TODAY. (HAND RESPONDENT CARD 1) WHICH THREE OF THESE ISSUES CONCERN YOU PERSONALLY THE MOST? (RECORD BELOW)

(b) AND WHICH THREE DO YOU BELIEVE SHOULD HAVE THE HIGHEST PRIORITY FOR GOVERNMENT? (RECORD BELOW)

	Q.1(a) PERSONAL PRIORITY	Q.1(b) GOVERNMENT PRIORITY	
ABORTION	() 9-1	() 11-1	9-
COST OF HEALTH CARE	() -2	() -2	
EDUCATION	() -3	() -3	
ENERGY	() -4	() -4	10-
ENVIRONMENT	() -5	() -5	
FAIR DEAL FOR CONSUMERS	() -6	() -6	
GOVERNMENT SPENDING	() -7	() -7	11-
IMMIGRATION	() -8	() -8	
INFLATION	() 10-1	() 12-1	
LAW AND ORDER	() -2	() -2	12-
LOWER TAXES	() -3	() -3	
NATIONAL SECURITY	() -4	() -4	
PENSIONS	() -5	() -5	
PUBLIC SAFETY	() -6	() -6	
UNEMPLOYMENT	() -7	() -7	

(c) IS THERE ANY ISSUE NOT ON THESE LISTS WHICH YOU BELIEVE SHOULD HAVE A VERY HIGH PRIORITY FOR GOVERNMENT?

IF "YES": WHAT?

13-

2. ON THIS CARD WE HAVE A LIST OF THINGS. SOME OF THESE ITEMS CONCERN SOME CONSUMERS BUT NOT OTHERS. (HAND RESPONDENT CARD 2) WHICH ONES CONCERN YOU AND HOW MUCH? THE CARD LISTS DEGREES OF CONCERN TO ASSIST YOU.

		EXTREMELY CONCERNED	MODERATELY CONCERNED	NOT TOO CONCERNED	NOT AT ALL CON- CERNED	DON'T KNOW	
1)	FOOD PRICES	()14-1	()-2	()-3	()-4	()-9	14-
2)	THE HIGH PRICES OF MANY PRODUCTS - OTHER THAN FOOD	()15-1	()-2	()-3	()-4	()-9	15-
3)	THE POOR QUALITY OF MANY PRODUCTS	()16-1	()-2	()-3	()-4	()-9	16-
4)	THE FAILURE OF MANY COMPANIES TO LIVE UP TO CLAIMS MADE IN THEIR ADVERTISING	()17-1	()-2	()-3	()-4	()-9	17-
5)	THE POOR QUALITY OF AFTER-SALES SERVICE AND REPAIRS	()18-1	()-2	()-3	()-4	()-9	18-
6)	MISLEADING AND CONFUSING LABELING	()19-1	()-2	()-3	()-4	()-9	19-
7)	INADEQUATE GUARANTEES OR WARRANTIES	()20-1	()-2	()-3	()-4	()-9	20-
8)	NOT ENOUGH INFORMATION ABOUT DIFFERENT PRODUCTS AND SERVICES	()21-1	()-2	()-3	()-4	()-9	21-
9)	NOT KNOWING WHAT TO DO IF SOMETHING IS WRONG WITH A PRODUCT YOU HAVE BOUGHT	()22-1	()-2	()-3	()-4	()-9	22-
10)	TOO MUCH ADVERTISING	()23-1	()-2	()-3	()-4	()-9	23-
11)	COST OF RENTING OR OWNING A HOUSE OR APARTMENT	()24-1	()-2	()-3	()-4	()-9	24-
12)	TOO MUCH CREDIT AVAILABLE	()25-1	()-2	()-3	()-4	()-9	25-
13)	TOO MUCH PACKAGING	()26-1	()-2	()-3	()-4	()-9	26-

3. HERE IS ANOTHER CARD LISTING SOME STATEMENTS MADE BY SOME CONSUMERS. (HAND RESPONDENT CARD 3) FOR EACH ONE PLEASE TELL ME IF YOU AGREE OR DISAGREE WITH THE STATEMENT.

		AGREE	DISAGREE	HAVE HAD NO DEALINGS	
1)	VERY FEW PRODUCTS BREAK OR GO WRONG SOON AFTER YOU BUY THEM	()27-1	()-2	()-3	27-
2)	MOST COMPANIES HANDLE COMPLAINTS PROPERLY	()28-1	()-2	()-3	28-
3)	IT'S VERY DIFFICULT TO GET CAR INSURANCE CLAIMS SETTLED FAIRLY	()29-1	()-2	()-3	29-
4)	THERE ARE TOO MANY DANGEROUS PRODUCTS ON THE MARKET	()30-1	()-2	()-3	30-
5)	THERE IS NOT ENOUGH CREDIT AVAILABLE	()31-1	()-2	()-3	31-
6)	MOST CAR INSURANCE CLAIMS ARE SETTLED PROMPTLY	()32-1	()-2	()-3	32-
7)	COMPUTER BILLING ERRORS ARE DIFFICULT TO HAVE CORRECTED	()33-1	()-2	()-3	33-

4. CONSUMERS DEAL WITH MANY DIFFERENT TYPES OF BUSINESS FROM TIME TO TIME. FOR EACH BUSINESS LISTED, PLEASE GIVE ME YOUR OPINION ON THE TYPE OF JOB THEY DO. ON THIS CARD WE LIST THE INDUSTRIES AND A RATING SCALE FROM 1 TO 7, WHERE 1 IS EXCELLENT, 4 IS AVERAGE AND 7 IS VERY POOR. YOU MAY SELECT ANY NUMBER FROM 1 TO 7 DEPENDING ON HOW YOU FEEL. (HAND RESPONDENT CARD 4)

INTERVIEWER NOTE: IF A RESPONDENT GIVES A RATING OF 5, 6 OR 7 FOR A BUSINESS IMMEDIATELY ASK:

WOULD YOU TELL ME WHY YOU HAVE GIVEN (NAME OF BUSINESS) A POOR RATING?

IS IT BECAUSE YOU, YOURSELF, HAVE HAD A BAD EXPERIENCE WITH THEM OR BECAUSE YOU HAVE HEARD OF OTHER PEOPLE WHO HAVE HAD A BAD EXPERIENCE WITH THAT INDUSTRY? (RECORD)

	(CIRCLE ANSWER)							HAVE HAD NO DEALINGS	PER- SONAL	HEAR- SAY	DON'T KNOW	
1) DEPARTMENT STORES	1	2	3	4	5	6	7	()	()-1	()-2	()-9	34-
2) SMALL SHOPKEEPERS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	35-
3) FOOD SUPERMARKETS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	36-
4) LIFE INSURANCE COMPANIES	1	2	3	4	5	6	7	()	()-1	()-2	()-9	38-
5) GENERAL AND AUTO INSURANCE	1	2	3	4	5	6	7	()	()-1	()-2	()-9	39-
6) MAIL ORDER HOUSES	1	2	3	4	5	6	7	()	()-1	()-2	()-9	40-
7) AUTO MANUFACTURERS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	41-
8) HOME CONSTRUCTION	1	2	3	4	5	6	7	()	()-1	()-2	()-9	42-
9) REAL ESTATE BROKERS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	43-
10) THE ADVERTISING INDUSTRY	1	2	3	4	5	6	7	()	()-1	()-2	()-9	44-
11) GARAGES AND AUTO MECHANICS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	45-
12) USED CAR DEALERS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	46-
13) NEW CAR DEALERS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	47-
14) TRAVEL AGENTS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	48-
15) TRUST COMPANIES	1	2	3	4	5	6	7	()	()-1	()-2	()-9	49-
16) HOME IMPROVEMENTS/ REPAIRS	1	2	3	4	5	6	7	()	()-1	()-2	()-9	50-
17) DOOR-TO-DOOR SALES	1	2	3	4	5	6	7	()	()-1	()-2	()-9	51-
18) FINANCE COMPANIES	1	2	3	4	5	6	7	()	()-1	()-2	()-9	52-
19) MANUFACTURERS OF LARGE AND SMALL ELECTRICAL APPLIANCES	1	2	3	4	5	6	7	()	()-1	()-2	()-9	53-

5.(a) IN THE PAST YEAR HAVE YOU HAD <u>GOOD REASON</u> TO COMPLAIN ABOUT A PRODUCT OR SERVICE?	YES () 72-1	NO () -2	SKIP TO Q.8	72-	
IF "YES", ASK: HOW MANY TIMES? (CIRCLE ONE)				73-	
1 2 3 4 5 6 7 8 9 OR MORE					
(b) DID YOU ACTUALLY MAKE A COMPLAINT?	YES () 74-1	GO TO Q.5(c)	NO () -2	SKIP TO Q.5(d)	
(c) HOW MANY THINGS HAVE YOU COMPLAINED ABOUT? (CIRCLE ONE)	1 2 3 4 5 6 7 8 9 OR MORE	(SKIP TO Q.5(e))		75-	
(d) WHY NOT? (CHECK ALL MENTIONS)	COULDN'T BE BOtherED () 8-1 PROBLEM NOT IMPORTANT ENOUGH () -2 Didn't know who to complain to () -3 TAKE TOO MUCH TIME () -4 TOO COMPLEX () -5 WOULDN'T HAVE DONE ANY GOOD () -6 OTHER (SPECIFY) _____				CARD 2 7-2
(e) IF MORE THAN ONE COMPLAINT, SAY:	OF THE COMPLAINTS YOU HAD, LET'S TALK ABOUT THE MOST SERIOUS ONE. DID YOU TAKE YOUR COMPLAINT TO ANY OF THESE? (HAND RESPONDENT CARD 5)				8-
IF NONE OF THESE, ASK: WHO? (RECORD UNDER "OTHER")					
MANUFACTURER () 9-1 LAWYER () 10-1 DEALER/RETAILER/STORE () -2 Ombudsman () -2 RETAIL STORE () -3 TV/RADIO STATION () -3 BETTER BUSINESS BUREAU (BBB) () -4 LOCAL ELECTED OFFICIAL () -4 CONS. ASSOC. OF CANADA (CAC) () -5 (MP/NPP/ALDERMAN) () -5 NEWSPAPER ACTION LINE COLUMN () -6 TRADE ASSOCIATION () -5 LETTER TO EDITOR () -7 OTHER (SPECIFY) _____ UTILITY COMPANY (TELEPHONE, GAS, HYDRO) () -8					9- 10- 11- 12-
6.(a) WHAT WAS THE RESULT OF YOUR COMPLAINT?	MONEY BACK/CREDIT NOTE () 11-1 ITEM REPLACED/EXCHANGED () -2 EXPLANATION OF WHY HAD A PROBLEM () -3 ACCOUNTING/CLERICAL ERROR CORRECTED () -4 ITEM DELIVERED () -5 ITEM REPAIRED () -6 APOLOGY () -7 TOOK COURT ACTION () -8 GAVE UP - COULD NOT GET SATISFACTION () 12-1 OTHER (SPECIFY) _____ NO SETTLEMENT YET () -2				11- 12-
(b) HOW SATISFIED WERE YOU WITH THE RESULT OF YOUR COMPLAINT? WERE YOU? (READ LIST)					13-
VERY SATISFIED () 13-1	NOT TOO SATISFIED () -3				
FAIRLY SATISFIED () -2	NOT AT ALL SATISFIED () -4				

7.(a) STILL THINKING ABOUT YOUR MOST SERIOUS COMPLAINT, DID IT FIT INTO ONE OF THESE CATEGORIES?
(HAND RESPONDENT CARD 7 AND READ LIST)

	<u>YES</u>	<u>NO</u>	
- PRODUCT NOT AS DURABLE AS CLAIMED	()14-1	()-2	14-
- QUALITY NOT AS ADVERTISED	()15-1	()-2	15-
- ADVERTISED PRODUCT NOT AVAILABLE	()16-1	()-2	16-
- PRODUCT MISREPRESENTED	()17-1	()-2	17-
- DID NOT UNDERSTAND CONDITIONS OF SALE	()18-1	()-2	18-
- SALESMEN PRESSURED ME	()19-1	()-2	19-
- BILLING ERROR	()20-1	()-2	20-

(b) IF NONE OF THE ABOVE, ASK:

WHAT WAS IT? (RECORD VERBATIM)

21-

ASK ALL RESPONDENTS

8. HERE IS A CARD WITH A LIST OF STATEMENTS. (HAND RESPONDENT CARD 8) FOR EACH ONE PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE IN GENERAL WITH THE STATEMENT?

	<u>AGREE</u>	<u>DISAGREE</u>	<u>NOT FAMILIAR WITH SUBJECT</u>	
1) THE ATTITUDE OF MOST STORES IS THAT "THE CONSUMER IS ALWAYS RIGHT"	()22-1	()-2	()-3	22-
2) CONSUMERS WOULD GET A BAD DEAL IF COMPANIES WERE NOT REGULATED BY GOVERNMENT	()23-1	()-2	()-3	23-
3) MOST MANUFACTURERS CARE ONLY ABOUT MAKING A PROFIT AND NOT ABOUT THE QUALITY OF THEIR PRODUCT	()24-1	()-2	()-3	24-
4) THE CONSUMER MOVEMENT HAS HELPED IMPROVE THE QUALITY AND STANDARDS OF PRODUCTS AND SERVICES	()25-1	()-2	()-3	25-
5) THERE IS TOO MUCH GOVERNMENT REGULATION OF BUSINESS	()26-1	()-2	()-3	26-
6) BUSINESS IS BECOMING MORE AWARE OF SOCIAL RESPONSIBILITIES, SUCH AS POLLUTION AND SAFETY	()27-1	()-2	()-3	27-
7) THE ACTIVITIES OF THE CONSUMER MOVEMENT IN THE LONG RUN WILL LEAD TO TOO MUCH GOVERNMENT CONTROL	()28-1	()-2	()-3	28-
8) GOVERNMENT FAVOURS BUSINESS MORE THAN CONSUMERS	()29-1	()-2	()-3	29-
9) IN MOST CASES, IT'S USELESS COMPLAINING TO THE GOVERNMENT BECAUSE IT CAN'T OR WON'T DO ANYTHING ABOUT IT	()30-1	()-2	()-3	30-
10) THE ATTITUDE OF BUSINESS TODAY IS "LET THE BUYER BEWARE"	()31-1	()-2	()-3	31-

9.	HOW GOOD A JOB HAS THE MEDIA DONE - THAT IS, NEWSPAPERS, MAGAZINES, TV AND RADIO - IN INFORMING AND EDUCATING THE CONSUMER? WOULD YOU SAY - (READ LIST)					
	A VERY GOOD JOB?	()	32-1			32-
	A FAIRLY GOOD JOB?	()	-2			
	A FAIRLY POOR JOB?	()	-3			
	A VERY POOR JOB?	()	-4			
10.	DO YOU BELIEVE THERE IS A NEED IN CANADA FOR A CONSUMER SPOKESMAN SUCH AS RALPH NADER?	YES	()	33-1	NO	()-2
						33-
11.	HERE IS A CARD LISTING TYPES OF ACTIONS THAT CAN BE TAKEN FOR A CONSUMER TO GET SATISFACTION. (HAND RESPONDENT CARD 11) PLEASE RATE HOW EFFECTIVE YOU THINK EACH ACTION IS ON A SCALE OF 1 TO 5, WHERE 1 IS EXCELLENT, 3 AVERAGE AND 5 POOR. YOU MAY SELECT ANY OF THE FIVE NUMBERS DEPENDING ON HOW YOU FEEL.					
1)	REFUSING TO DEAL WITH SPECIFIC COMPANIES OR NOT BUY THEIR PRODUCT	1	2	3	4	5
2)	GETTING CONSUMER REPRESENTATIVES ONTO SUPERVISORY AGENCIES SUCH AS MARKETING BOARDS	1	2	3	4	5
3)	TAKING MANUFACTURERS/DEALERS, ETC. TO COURT	1	2	3	4	5
4)	WRITING OR PHONING ELECTED REPRESENTATIVES	1	2	3	4	5
5)	GETTING THE NEWSPAPERS/TV, ETC. TO PUBLICIZE THE ISSUE	1	2	3	4	5
6)	TEACHING CONSUMER EDUCATION IN THE SCHOOLS	1	2	3	4	5
7)	GETTING CONSUMER REPRESENTATIVES ON COMPANY BOARDS OF DIRECTORS	1	2	3	4	5
8)	MORE CONSULTATION BETWEEN CONSUMER GROUPS AND GOVERNMENT	1	2	3	4	5
9)	"SIT-INS" OR OTHER KINDS OF PUBLIC DEMONSTRATIONS	1	2	3	4	5
12.	ON THIS CARD THERE ARE SEVERAL STATEMENTS. (HAND RESPONDENT CARD 12) For EACH ONE PLEASE TELL ME WHETHER <u>YOU PERSONALLY</u> AGREE OR DISAGREE.					
		<u>AGREE</u>	<u>DISAGREE</u>	<u>DON'T KNOW</u>		
1)	MOST PEOPLE DON'T KNOW HOW TO USE CREDIT WISELY	()	43-1	()-2	()-9	43-
2)	IT'S CONVENIENT TO HAVE AT LEAST ONE CREDIT CARD	()	44-1	()-2	()-9	44-
3)	THERE IS LITTLE DIFFERENCE BETWEEN VARIOUS BRANDS OF PRODUCTS	()	45-1	()-2	()-9	45-
4)	IT IS A GOOD THING PRODUCTS DON'T LAST TOO LONG AS MORE PRODUCTION MEANS MORE JOBS	()	46-1	()-2	()-9	46-
5)	ADVERTISING PROVIDES USEFUL INFORMATION ABOUT PRODUCTS	()	47-1	()-2	()-9	47-
6)	COMPETITION AMONG COMPANIES IS THE BEST WAY TO KEEP PRICES DOWN	()	48-1	()-2	()-9	48-
7)	MOST CONSUMER PROBLEMS RESULT FROM THEIR OWN CARELESSNESS	()	49-1	()-2	()-9	49-

13. HERE IS A CARD LISTING VARIOUS ASPECTS OF CONSUMERISM. (HAND RESPONDENT CARD 13) NOW I'D LIKE YOU TO THINK BACK 2 OR 3 YEARS AND TELL ME FOR EACH ONE OF THESE ITEMS IF YOU BELIEVE THE SITUATION IS BETTER OR WORSE TODAY THAN IT WAS THEN OR HAS THERE BEEN NO CHANGE AT ALL?

I'D ALSO LIKE YOU TO TELL ME FOR EACH ITEM HOW YOU EXPECT THE SITUATION TO BE IN THE NEXT 2-3 YEARS.

(ASK RESPONDENT BOTH PARTS OF THE QUESTION FOR EACH STATEMENT BEFORE GOING ON TO THE NEXT ITEM)

	PRESENT			FUTURE			No
	BETTER	WORSE	CHANGE	BETTER	WORSE	CHANGE	
1) INFORMATION ABOUT CONTENT OF PRODUCTS/WHAT MADE OF	()50-1	()-2	()-3	()-5	()-6	()7	50-
2) INFORMATION ABOUT HOW TO TAKE CARE OF/OPERATE/ASSEMBLE PRODUCTS	()51-1	()-2	()-3	()-5	()-6	()7	51-
3) SAFETY TESTING OF PRODUCTS	()51-1	()-2	()-3	()-5	()-6	()7	52-
4) HANDLING OF CONSUMER COMPLAINTS BY BUSINESS	()52-1	()-2	()-3	()-5	()-6	()7	53-
5) QUALITY OF PRODUCTS AND SERVICES	()53-1	()-2	()-3	()-5	()-6	()7	54-
6) TREATMENT OF CONSUMER BY BUSINESS	()54-1	()-2	()-3	()-5	()-6	()7	55-
7) MISLEADING CLAIMS ABOUT PRODUCTS	()55-1	()-2	()-3	()-5	()-6	()7	56-
8) GETTING THINGS REPAIRED PROPERLY	()56-1	()-2	()-3	()-5	()-6	()7	57-
9) FAIR COST OF HAVING THINGS REPAIRED	()57-1	()-2	()-3	()-5	()-6	()7	58-
10) RELATIONSHIP BETWEEN CONSUMER AND BUSINESS	()58-1	()-2	()-3	()-5	()-6	()7	59-

14. SOME PEOPLE THINK THAT CONSUMER LAWS AND REGULATIONS INCREASE THE COST OF THE GOODS AND SERVICES. OTHERS DISAGREE AND THINK LAWS AND REGULATIONS SAVE THE CONSUMER MONEY. WHAT DO YOU BELIEVE?

COSTS MORE ()60-1 SAVES MONEY ()-2 DON'T KNOW ()-9

15. ONE OF THE COMPLAINTS OF CONSUMERS TODAY IS THE LACK OF FOLLOW UP SERVICES, SUCH AS WARRANTIES AND GUARANTEES, ETC. LET'S SUPPOSE THAT IN ORDER TO HAVE THESE FOLLOW UP SERVICES, WARRANTIES, GUARANTEES, ETC., IT WOULD COST YOU 1% MORE. WOULD YOU BE IN FAVOUR? (RECORD BELOW)

IF "YES" - ASK: WHAT IF THE COST WAS 5%? (RECORD BELOW)

IF "YES" - ASK: WHAT IF THE COST WAS 10%? (RECORD BELOW)

	1%	5%	10%	
YES	()61-1	()62-1	()63-1	61-
NO	()-2	()-2	()-2	62-
DON'T KNOW	()-9	()-9	()-9	63-

16. IF YOU FOUND YOURSELF NEEDING INFORMATION ABOUT YOUR CONSUMER RIGHTS, WHERE WOULD YOU GO FOR ASSISTANCE? (DO NOT READ LIST) ANY OTHERS? (CHECK ALL MENTIONS)

GOVERNMENT - ONTARIO	()64-1	LAWYER	()-5	64-
- FEDERAL	()-2	FRIEND/RELATIVE	()-6	
BETTER BUSINESS BUREAU	()-3	NEWSPAPER/TV/RADIO	()-7	
CHAMBER OF COMMERCE	()-4	BANKS	()-8	
OTHER (SPECIFY)		DON'T KNOW	()-9	

17. IF YOU WERE MAKING A MAJOR PURCHASE, WHERE WOULD YOU GO TO GET INFORMATION OR ASSISTANCE IN HELPING YOU MAKE YOUR DECISION? ANYWHERE ELSE?
(DO NOT READ LIST) (CHECK ALL MENTIONS)

GOVERNMENT - ONTARIO	() 65-1	LAWYER	() 66-1	65-
- FEDERAL	() -2	FRIEND/RELATIVE	() -2	
BETTER BUSINESS BUREAU	() -3	NEWSPAPER/TV/ RADIO/MAGAZINES	() -3	
CHAMBER OF COMMERCE	() -4	STORES	() -4	66-
COMMUNITY INFORMATION CENTRE	() -5	BANKS	() -5	
OTHER (SPECIFY)		LIBRARY	() -6	
		DON'T KNOW	() -9	

18. THINKING OF YOURSELF AS A SHOPPER, DO YOU GENERALLY DO EACH ONE OF THESE THINGS AND IF SO, ALWAYS OR SOMETIMES? (HAND RESPONDENT CARD 18) (READ LIST)

	ALWAYS	SOMETIMES	NEVER	
COMPARISON SHOP	() 67-1	() -2	() -3	67-
MAKE A BUDGET AND KEEP TO IT	() 68-1	() -2	() -3	68-
BUY ON IMPULSE	() 69-1	() -2	() -3	69-
USE A GROCERY SHOPPING LIST	() 70-1	() -2	() -3	70-
OVERSPEND	() 71-1	() -2	() -3	71-
BUY THINGS DON'T NEED	() 72-1	() -2	() -3	72-

19. THERE ARE VARIOUS LAWS TO PROTECT THE CONSUMER. OFFHAND WHICH ONES ARE YOU AWARE OF? (RECORD VERBATIM) ANY OTHERS?

20.(a) HOW INTERESTED DO YOU BELIEVE BUSINESS GENERALLY IS IN CONSUMER NEEDS?
WOULD YOU SAY - (READ LIST) (RECORD BELOW)

	Q.20(A) BUSINESS	Q.20(B) GOVERNMENT	
VERY INTERESTED?	() 74-1	() 75-1	74-
FAIRLY INTERESTED?	() -2	() -2	
NOT TOO INTERESTED?	() -3	() -3	75-
NOT AT ALL INTERESTED?	() -4	() -4	

(b) HOW INTERESTED DO YOU BELIEVE THE GOVERNMENT IS IN CONSUMER NEEDS? WOULD YOU SAY - (READ LIST) (RECORD ABOVE)

CARD 3
7-3

21.(a) HERE IS A CARD LISTING SOME NEW SYSTEMS BEING CONSIDERED FOR SUPERMARKET CHECKOUTS. WHICH, IF ANY, OF THESE HAVE YOU HEARD OF BEFORE TODAY? (HAND RESPONDENT CARD 21A)

- 1) DETAILED TAPE () 8-1
- 2) ELECTRONIC SCANNING () -2
- 3) 'CENTS OFF' COUPON () -3

8-

(b) NOW I'D LIKE TO TALK ABOUT THE ELECTRONIC SCANNING SYSTEM. (REREAD DESCRIPTION) WHICH OF THESE THINGS DO YOU THINK WILL HAPPEN WITH THIS SYSTEM? (HAND RESPONDENT CARD 21B)

- 1) FASTER CHECKOUTS () 9-1
- 2) BETTER INVENTORY CONTROL () -2
- 3) INSTALLATION COST PASSED ON TO CONSUMER () -3
- 4) SYSTEM WILL ALLOW FOR FREQUENT PRICE CHANGES () -4
- 5) DETAILED RECEIPT TAPES () -5
- 6) REMOVAL OF PRICES () -6

9-

(c) HOW IMPORTANT IS IT TO YOU THAT PRICES APPEAR ON EACH ITEM YOU PURCHASE IN A SUPERMARKET?

VERY IMPORTANT	() 10-1
FAIRLY IMPORTANT	() -2
NOT TOO IMPORTANT	() -3
NOT AT ALL IMPORTANT	() -4

10-

22.(a) Do you buy your car insurance directly through an insurance company OR through an agent who represents a number of insurance companies? (RECORD BELOW)

	Q.22(a) Auto	Q.22(b) Home	
DIRECT	() 11-1	() 12-1	11-
AGENT	() -2	() -2	
DON'T HAVE	() -3	() -3	
NOT SURE/DON'T KNOW	() -9	() -9	12-

(b) Now, what about your home insurance? (RECORD ABOVE)

23.(a) When buying auto insurance were you offered various alternatives on such things as price, amount of deductible, amount of coverage, etc.? (RECORD BELOW)

	Q.23(a) Auto	Q.23(b) Home	
YES	() 13-1	() 14-1	13-
NO	() -2	() -2	
NOT SURE	() -3	() -3	14-

(b) What about your home insurance? (RECORD ABOVE)

24. Did you shop around with different agents or companies OR did you go through one person only for your auto insurance? Your home insurance? (RECORD BELOW)

	AUTO	HOME	
SHOPPED AROUND	() 15-1	() 16-1	15-
ONE COMPANY ONLY	() -2	() -2	

25. RENT CONTROLS ARE DUE TO END LATER THIS YEAR. UNDER CONTROLS LANDLORDS HAD TO APPLY TO THE RENT REVIEW BOARD IF THEY WISHED TO INCREASE RENTS BEYOND THE GUIDELINE. WHICH OF THESE OPTIONS WOULD YOU PREFER? (HAND RESPONDENT CARD 25)

- RENT CONTROLS STAY "AS IS" () 17-1 17-
- NO CONTROLS AT ALL () -2
- ESTABLISH A BOARD WITH AUTHORITY TO MEDIATE RENT INCREASES AND OTHER LANDLORD/TENANT DISPUTES () -3
- HAVE TENANT ASSOCIATIONS WITH POWERS TO NEGOTIATE WITH LANDLORDS () -4

26.(a) In your opinion do tenants need to be protected other than for rent increases?

YES () 18-1 GO TO Q.26(b) NO () -2 SKIP TO Q.27

18-

(b) What other things? (RECORD VERBATIM) _____

19-

20-

FINALLY, A FEW QUESTIONS ABOUT YOU TO HELP US CLASSIFY YOUR ANSWERS.

27. INTO WHICH OF THESE AGE GROUPS DO YOU BELONG? (HAND RESPONDENT CARD 27)

18 - 24 YEARS	() 21-1	40 - 44 YEARS	() -5	21-
25 - 29 YEARS	() -2	45 - 49 YEARS	() -6	
30 - 34 YEARS	() -3	50 - 59 YEARS	() -7	
35 - 39 YEARS	() -4	60 YEARS OF AGE AND OVER	() -8	

28. HOW MANY ADULTS 18 AND OVER LIVE IN YOUR HOUSEHOLD? _____ 22-
- HOW MANY TEENAGERS 13 - 17 LIVE IN YOUR HOUSEHOLD? _____ 23-
- HOW MANY CHILDREN 6 - 12 LIVE IN YOUR HOUSEHOLD? _____ 24-
- HOW MANY CHILDREN UNDER 6 LIVE IN YOUR HOUSEHOLD? _____ 25-
- 26-
29. LIVE IN - HOUSE ()27-1
 - APARTMENT/FLAT () -2
 - TOWNHOUSE () -3
 - DUPLEX () -4
 OTHER (SPECIFY) _____ 27-
30. DO YOU OR YOUR PARENTS OWN OR RENT YOUR HOME?
 OWN ()28-1 RENT ()-2 28-
31. ARE YOU A MEMBER OF - (READ LIST)
 YES NO
 CONSUMERS ASSOCIATION? ()29-1 ()-2 29-
 RATEPAYERS ASSOCIATION? ()30-1 ()-2 30-
 CREDIT UNION? ()31-1 ()-2 31-
32. WHAT IS YOUR MARITAL STATUS?
 MARRIED ()32-1 DIVORCED/SEPARATED ()-4 32-
 SINGLE () -2 OTHER (SPECIFY) _____
 WIDOWED () -3
33. WHICH OF THESE CATEGORIES BEST DESCRIBES YOUR LAST YEAR OF FORMAL EDUCATION?
 (HAND RESPONDENT CARD 33)
 SOME GRADE SCHOOL ()33-1 33-
 COMPLETED GRADE SCHOOL () -2
 PART HIGH/TECHNICAL SCHOOL () -3
 COMPLETED HIGH/TECHNICAL SCHOOL () -4
 PART COMMUNITY COLLEGE () -5
 COMPLETED COMMUNITY COLLEGE () -6
 PART UNIVERSITY () -7
 COMPLETED UNIVERSITY () -8
 POST GRADUATE UNIVERSITY () -0
 OTHER (SPECIFY) _____
34. WHAT IS YOUR OCCUPATION?
 KIND OF JOB: _____ 34-
 TYPE OF BUSINESS: _____ 35-

35. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?
YES () 36-1 GO TO Q.38 NO () -2 GO TO Q.36

36-

36. IF "NO", ASK:

WHICH OF THESE CATEGORIES BEST DESCRIBES THE LAST YEAR OF FORMAL EDUCATION
OF THE CHIEF WAGE EARNER? (HAND RESPONDENT CARD 36)

SOME GRADE SCHOOL	() 37-1
COMPLETED GRADE SCHOOL	() -2
PART HIGH/TECHNICAL SCHOOL	() -3
COMPLETED HIGH/TECHNICAL SCHOOL	() -4
PART COMMUNITY COLLEGE	() -5
COMPLETED COMMUNITY COLLEGE	() -6
PART UNIVERSITY	() -7
COMPLETED UNIVERSITY	() -8
POST GRADUATE UNIVERSITY	() -0
OTHER (SPECIFY)	

37-

37. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

KIND OF JOB: _____

38-

TYPE OF BUSINESS: _____

39-

38. WHICH COUNTRY WERE YOU BORN IN?

CANADA	() 40-1	WEST INDIES	() -5
BRITISH ISLES	() -2	AFRICA	() -6
U.S.A.	() -3	ASIA	() -7
EUROPE	() -4	OTHER (SPECIFY)	

40-

39. AND THE FINAL QUESTION: WHICH OF THESE CATEGORIES BEST DESCRIBES YOUR
TOTAL 1977 FAMILY INCOME BEFORE TAXES? (HAND RESPONDENT CARD 39) SIMPLY
TELL ME THE LETTER OPPOSITE THE APPROPRIATE CATEGORY.

A. UNDER \$10,000	() 41-1
B. \$10,000 - \$14,999	() -2
C. \$15,000 - \$19,999	() -3
D. \$20,000 - \$24,999	() -4
E. \$25,000 AND OVER	() -5
REFUSED	() -6
DON'T KNOW	() -9

41-

THANK YOU FOR YOUR COURTESY AND PATIENCE!

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ISBN 0-7743-2877-0

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